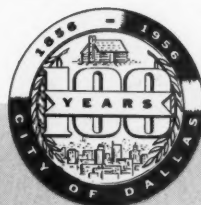




Dallas



NOVEMBER • 1956





AUTOMOTIVE BRILLIANCE... The 1957 Cadillac remains *the standard of the world*. Retaining the world-renowned Cadillac personality, and with a rakish, lower silhouette... the new Cadillac has that car-of-the-future-look. Lone Star, Cadillac distributor for 23 years, has their display rooms filled with an extraordinary selection of new models... new body styles.

Our experienced and capable sales personnel will be pleased to have you drive the new '57 Cadillac. Always plenty of convenient parking at Lone Star.



LONE STAR CADILLAC CO.

ENTIRE BLOCK 2300 ROSS AVENUE RI 2-7222

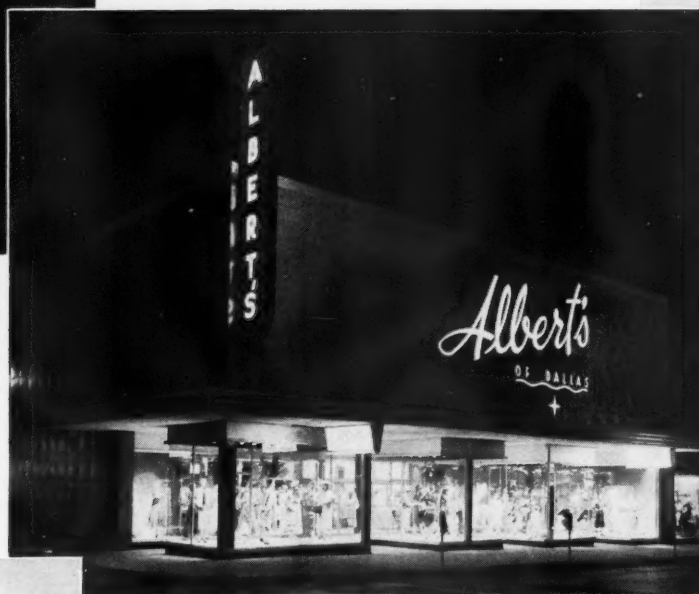
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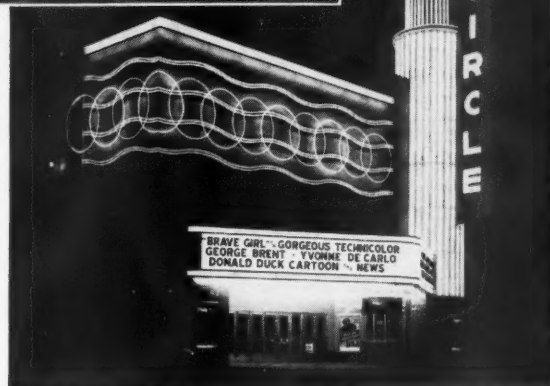


YEAR AFTER YEAR,
no other form
of advertising
can be maintained
so economically!

Your Best Advertising Investment: A McAX SIGN



DAY OR NIGHT,
no other form
of advertising
offers such a
constant circu-
lation factor!



Electrical outdoor displays and building fronts give you more for your advertising dollar than any other media, based on comparable costs of net advertising circulation and over-all effectiveness.

The McAx signs pictured are from one to ten years old and, like every McAx sign, were designed and quality-built to assure maximum effectiveness indefinitely.



628 THIRD AVENUE

DALLAS 10, TEXAS

ENGINEERS • DESIGNERS • MANUFACTURERS

Dallas Pioneers



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1869 Padgitt Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Huey & Philp
Company

Wholesale

1878 National Bank
of Commerce

Banking

1887 Buell & Company

Building Material
Distributors

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store



A NEW industrial district was opening up in Dallas and the mules standing placidly behind the right-hand operated truck were somewhat less than aware of the future of motor transport when this 1904 photograph was snapped in front of the new Briggs-Weaver plant at 907 North Market. In 1896, J. C. Weaver, an engineer, and C. H. Briggs, a supply dealer, started this business with two carloads of stock, pipe fittings and general supplies. Weaver had come to Texas in 1892 from Macon, Georgia, where he was a designer and builder of cotton oil mills. After building three-fourths of the mills then in Texas, he teamed up with Briggs in the new venture. The firm expanded rapidly in their first location at Austin and Main and moved to the above plant. C. H. Briggs remained as president until his death in 1908 when J. C. Weaver was elected to the post which he held until his death in 1922. In 1946, Ashley DeWitt took charge of the company as vice-president and general manager and today serves as its president. In June of 1949, the company moved to another new center of industrial development and occupies its present modern plant at 5000 Hines Boulevard. Now celebrating its Sixtieth Anniversary of service to industry in the Southwest, Briggs-Weaver Machinery Co. is one of the largest organizations in the South in the field of industrial equipment and supplies.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1898 Lang's Florist
& Nursery Co.

The Southwest's Foremost
Decorators, Nursery Landscapers,
Service

1898 The Prater
Life Insurance Service

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic
Company

Writing Fire, Tornado, All
Inland Marine, and Automobile
Insurance

1903 First Texas
Cal Mfg. Co.

Pharmaceutical Manufacturing

1904 Burton &
Over 100 Kinds of Insurance

1905 Rubenstein
Sons, Inc.

Gulf Princess, Ready To
Brooded Shrimp
Lady Rita Shelled Peas

1911 W. W. Over
& Co.

Investments

1911 Graham
Shoe Company

Manufacturing
Wholesalers

1912 Stewart
Supply Co.

Stationers — Office Supplies

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Dallas

VOLUME 38

NUMBER 11

NOVEMBER

1956

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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*"Why don't you give the First in Dallas
an opportunity to say yes?"*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation



Paradox on the Potomac

So much has been written and said of the significance of the recent presidential and congressional elections that further speculation on their import may seem somewhat superfluous; but the trends of development to be experienced during the next few years will evolve from the

expressed will of the people on November 3, and it may be worthwhile to review some more important results of the recent campaign in order to arrive at some clear perspective from which to evaluate the political future.

Though many conflicting currents and cross-currents are discernible in the swelling tides of political expression in election years, they produced in the aggregate, in this instance, certain clearly defined results of major significance, two of which are particularly worthy of comment. One was that for the first time in our modern political history, reaching back more than a hundred years, the people of the United States voted into power in the same election a President of one political party and a Congress of another. The other was that for the first time in our political history the people elected to the Presidency a man who is forbidden by law to succeed himself hereafter in that office.

With respect to the first of these — the election of a President of one party and a Congress of another — we must revert to the time of the Mexican War, when the State of Texas, for example, was less than three years old, to discover any historical parallel; and economic and political conditions were so vastly different in those years from what they are today that the results of the 1956 elections can be only described as unprecedented. In every national campaign throughout many years of the past, two eventualities could be anticipated, one being that in presidential

election years the winning candidate for President would carry into office with him a majority of his party in Congress, and the other being that in off-presidential election years, the biennia when the presidency was not at stake, the opposition party would increase its membership in the House and Senate.

In the 1956 elections, despite the impressive proportions of President Eisenhower's triumph, the Democrats not only retained their control of Congress but actually increased their margin in the House. In the new Congress which will convene in January, the House will be divided in an approximate ratio of 235 Democrats to 200 Republicans, though one or two close races are still subject to recounts at this writing, and the Senate will be composed of 49 Democrats and 47 Republicans. This was a reversal of the 1952 campaign, when President Eisenhower was first elected, for that election resulted in a House of 221 Republicans, 213 Democrats, and one Independent, and in a Senate consisting of 48 Republicans, 47 Democrats, and one Independent. In the 1954 election, when the presidency was not at stake, the opposition Democrats conformed to political tradition by winning additional seats in Congress, the campaign producing a House of 232 Democrats and 203 Republicans, and a Senate of 48 Democrats, 47 Republicans, and one Independent.

In the last three elections, therefore — spanning the years of President Eisenhower's political career — the Democratic strength in the House has increased, 213 — 232 — 235, while the Republican membership has declined, 221 — 203 — 200; and the Democratic proportion in the Senate has grown, 47 — 48 — 49, while the Republican contingent has totaled 48 — 47 — 47. This growth of Democratic strength in the Congress has closely paralleled the growth of Mr. Eisenhower's popularity in the presidency, for the size of the President's majority in 1956 was considerably greater than his margin in 1952.

Both of these extraordinary developments have been occurring simultaneously, producing an anomaly unprecedented in our political history. The popularity of a President of one political party and a Congress of another has been a concurrent trend, manifested in the same elections at the same time.

The significance of this remarkable development can scarcely be over-estimated. It testifies to the American voter's independent and untrammelled thinking, that blessed oasis in the desert of political demagoguery, but it suggests also the basic reasons which impelled him to reach the decisions which his ballot expressed. In the opinion of this observer the election confirmed a contention that has frequently been made on this page — the contention that despite the superficialities of politics a close affinity exists between the program of the Republican President and the policies of the Democratic leadership on Capitol Hill.

More than a year ago this page in DALLAS asserted that "no wide gulf has separated the basic principles of the Eisenhower incumbency and the Rayburn-Johnson regime." And again five months ago this page commented on the evident similarity of these political programs, and stated: "During the past two years President Eisenhower has persistently resisted the pressures from the extreme right in his own party, while Speaker Rayburn and Majority Leader Johnson have just as persistently resisted the pressures from the extreme left in their own. Their concomitant efforts have forced them to gravitate toward a mutual center, where political

Anomaly of the unique election: Both Eisenhower and the Democrats prospered at the polls.

cal differences are measured in terms of emphasis and degree rather than in fundamental philosophies."

Politics is a science of calculated confusion, where issues are frequently magnified and differences exaggerated for political advantage, but within the welter of the 1956 campaign the American voter seemed unerringly to detect a path of political moderation to which the responsible leadership of both parties fundamentally adheres; and he calmly chose, through the unique sovereignty which he exercises, a President and a Congress who he believes are reflective of his convictions, serenely unmindful of the tinselled exhortations on party discipline and regularity which beset him from both sides.



DALE MILLER

How Dallas Grew Serving Industry

By Tom McHale

Tyler, which is scheduled to begin operations in 1957.

General Electric had asked for a press brake that would have the advantages of Automation, but a lower cost than is considered normal. Verson and General Electric engineers worked out the design and Verson produced the presses in the Dallas plant. Not so many years ago this type of tooling and manufacturing service would not have been available in Dallas, and it would have been necessary to secure this equipment from one of the older Eastern industrial centers.

In 1850, Maxime Guillot's carriage shop became Dallas' first industrial plant

DALLAS CITY DIRECTORY

DALLAS IRON WORKS,
PHELAN & CO., Proprietors.

SECOND HAND
MACHINERY DEPOT

NEW AND SECOND-HAND
Machinery Depot.

Engines, Boilers, Pumps, Mills, Gins, Shafing,
PILLEYS, ETC.

Bought, Sold and Exchanged.

ENGINE AND BOILER REPAIRERS, FITTING AND PURSUING OF
BEST QUALITY, AT REDUCED PRICES.

ENGINE, BOILER AND GENERAL REPAIR WORK
AT REASONABLE PRICES.
Satisfactory Work Guaranteed.

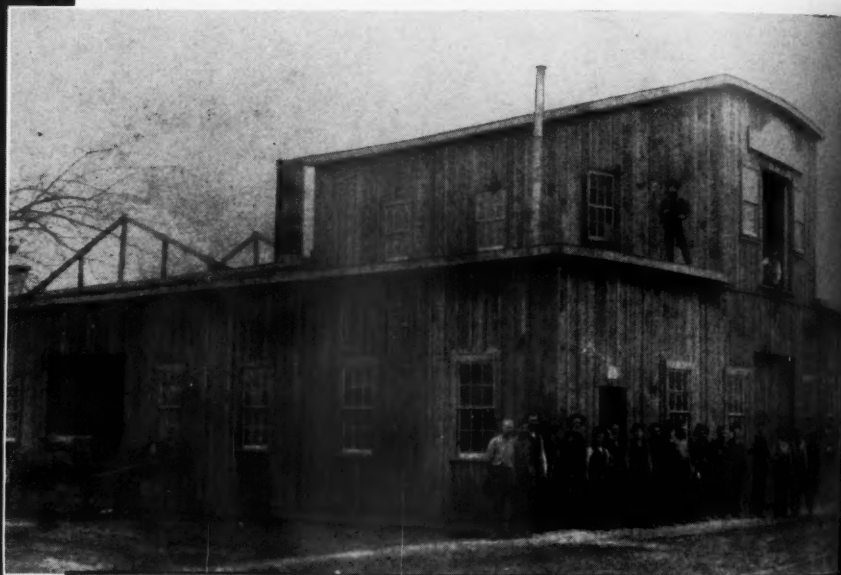
WE ALSO PUBLISH
"THE DALLAS MACHINE JOURNAL,"
Containing Wholesale and Retail Prices, and much Valuable
Information for those who buy, sell, or work.

SENT FREE TO POWER USERS ON APPLICATION.

WHEN YOU WISH TO CALL ON US,
Look for this Sign

AT OUR OFFICE DOOR.

P. O. Box 338 Dallas, Texas.



PAGE FROM 1895 CITY DIRECTORY, upper left, shows one of Dallas leading machine shops of that period. Above is the Mosher plant on lower Ross Avenue during the 1890s.

THREE-QUARTERS of a century ago the industrial service and supply facilities of Dallas would have been taxed severely to provide production machinery and material for a big smoke-stack job. Today — Dallas is one of the major industrial supply and service centers of the South. It has giant plants capable of furnishing tooling, engineering service and equipment to major industry. Its distributors and manufacturers agents carry tremendous stocks of precision machine tools. Its big metal warehouses carry stocks of steel and aluminum that run into millions of dollars. Its industrial supply firms stock thousands of items that range from twist drills the size of needles to thousand ton hydraulic presses.

The evolution of Dallas industrial service and supply from the counterpart of mechanical wagon yards of the early

eighties to its present massive machine shops and supply organizations provides another graphic chapter of the "Dallas Story" in this One Hundredth Anniversary Year. From the beginning, Dallas has grown by expanding its service to an ever-widening trade area. The story of its growth in terms of industrial service and supply is tied in with the expansion of industry in the Southwest from the processing of basic raw materials to the production of consumer goods and other items that are shipped to all parts of the nation and over the world.

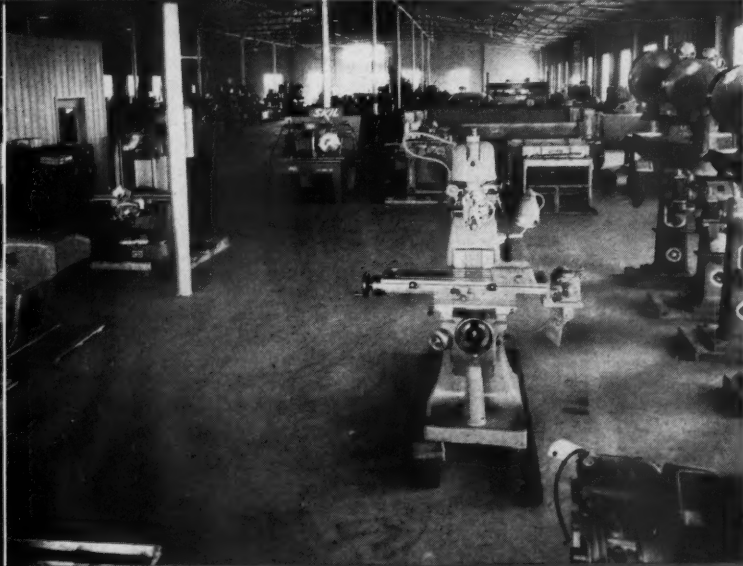
A graphic illustration of Dallas' present stature in the expanding industrialization of the Southwest is provided in a recent delivery by Verson Manufacturing Company of Dallas of two 115-Ton and two 90-Ton press brakes to the new air-conditioning plant of General Electric at

This was followed by local flour mill. Small machine shops and foundries served these industries. The early industrial supply and service business in Dallas seems to have centered around lower Elm and Ross avenue. Steam provided major industrial power up until the late eighties and steam engines. The manufacture of cast-iron store fronts and smoke stacks was apparently big business in Dallas during that period and likewise service facilities for the repair of wagons and agricultural machinery.

Following the "War Between the States," lumber was the first major industry to develop in Texas. With moving the activity in the Eastern part of the state, Dallas became a major center for saw mill equipment and supply. The firm of Sinker-Davis of Indianapolis, one of the pioneers in the saw mill machinery

field, seems to have loomed large in Dallas business of that period. Fine stands of virgin timber were being cut in East Texas and during the eighties, Texas neared the billion board feet production mark. This was topped for the first time in 1899 and by 1907, it reached its highest point in history, 2,197,233,000 board feet. The impact of this business on Dallas may be gauged from the fact that current production of lumber in Texas is somewhat more than a billion and a quarter board feet annually.

Almost simultaneously the cotton industry was assuming major proportion in Texas. The first cotton gin was built in



PARTIAL VIEW of Verson Plant, center, shows some of Dallas' modern tooling facilities. Upper right, shows a view of the showroom of the Huster Machine Tool Company.

South Texas in 1822 and the state's first cotton oil mill was built in 1867. Dallas came into the supply and machinery picture somewhat later than Atlanta and some of the other cities of the "Old South." Texas produced its first million bale crop in 1878 and its first two million bale crop in 1891. By 1894, this had jumped to three million bales and by 1906, production had hit the four million mark. This compares with a six million bale crop in 1949.

Industrial service and supply facilities in Dallas were stepped up during the eighties and nineties to serve this expanding industry. In 1885 the Munger Cotton Gin Machinery Company began operating in Dallas and that same year the Mosher Steel Company began operations as an industrial service firm for the industry. They also produced cast iron store fronts in their foundry. In 1896,

Briggs-Weaver entered the industrial supply picture, primarily to serve gins and cotton oil mills and in 1900, the Murray Company began operations in this field. The development of the aircraft industry, the concurrent growth of the electronics industry and the expansion of geophysical exploration during the past quarter century has also resulted in the development of such firms as Engineering Supply Company.

This firm was started in 1937 as a geophysical supply house, originally known as the Wink Supply Company. In 1940, it branched into tools and industrial supplies and took its present name. Now it has five divisions: industrial, geophysical, electronic, transmission and safety. Today, it is the only industrial electronic supply house in the Southwest and has pioneered in the distribution of such instruments as Geiger Counters and scintillators. It rep-

resents some 400 manufacturers and stocks more than 24,000 items.

In the field of industrial service perhaps the most significant development in Dallas is the plant of the Verson Manufacturing Co. This firm tools up industrial plants for high volume production. Its plant at 8300 South Central Expressway takes in more than 100,000 square feet of floor space. It is easily Dallas' most complete general industrial service plant and it provides engineering, equipment and tooling in one package.

Dallas has also become one of the nation's leading centers for the distribution of machine tools. The new office, showroom and warehouse of the Huster-Machine Tool Company on Grauwlyer is a fine example of the expansion of this industry. Starting in a small way on Camp Street in 1932, the present plant of this

(Continued on Page 41)

Dallas Employees Go Back to School

by Katherine Gaines



"**L**AND of opportunity" — a phrase the tax-struck, money-pinched American recently eyed with diminishing confidence is back.

Opportunity based on individual stamina and initiative has suddenly materialized for some 700,000 workers across the nation, vanguard in big business's newest revolutionary move. The 700,000 are being paid by their bosses to go back to school.

With American schools and colleges geared to give everyone the same broad

background of general knowledge, business found that the specifics were left for on-the-job absorbing. Paradoxically, when future employees tried to finesse the problem by preparing themselves in vocational training schools, business discovered that specifically trained personnel lack the broad background necessary for managerial promotion.

Today a higher and higher percentage of companies are adopting a promotion-from-within outlook based not only on better personnel relationship, but on the

realization that the man who starts at the bottom definitely knows the peculiarities and workings of his own company better than the managerial importee.

Yet today, prolonged schooling for the adult is usually financially impossible. The man who leaves school for the Army, marries and starts a family, cannot come back and simply attend school. He has to go to work. With no money left over to complete his education, he is trapped into a job short of his potential.

Stuck with the employee's problem, business is beginning to bridge the gap. Educational assistance funds are appearing on more and more company budgets.

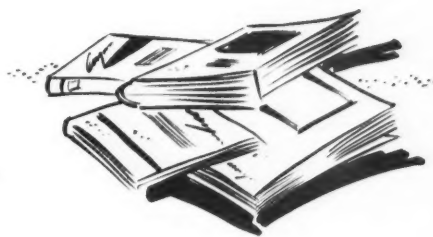
These assistance programs, at first available only to top echelon executives, are now being offered to the rank and file, up and down the company scale. In many instances, all employees are encouraged — even urged — to attend night schools, take correspondence courses, fit in day classes. Companies pay a flat sum per semester, fifty per cent, ninety per cent, sometimes full tuition, at accredited institutions and only require their employees to successfully complete their study.

A poll of Dallas companies which endorse such programs shows that in no case is there a string attached to the plan. Employees are under no obligation to stay with the company. They do not pay back a dime for the assistance.

Over 1500 employees at Magnolia have taken advantage of the plan since its inception in 1948. Requirements are that an applicant be a regular employee; that he choose an educational institution of good standing (the door is wide open for correspondence courses); and that the course be one calculated to help the employee get ahead in the company. Limits are: not more than \$100 for a semester or \$200 in a 12-month period. The employee stays on the job and studies in his free time. In turn Magnolia pays half the cost of tuition, fees, books and equipment on successful completion of the course.

Magnolia, along with other Dallas com-

ol • Industry Foots the Bill



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OVEMBER, 1956

panies, takes a broad stand on the kind of course—which will benefit the employee. Few are so foreign that the applicant's request is turned down. For obvious reasons, thumbs flipped on one employee's desire to learn welding by correspondence. Magnolia just figured it couldn't be done. But their files are stuffed with cases like that of the truck driver who has put in four nights a week at a nearby college for the past 3½ years. He plans to get a mechanical engineering degree in three or four more years.

Magnolia points with pride to the Dallas secretary who enrolled in SMU's night school and just won her B. A. in business administration. There's the record of a Transport Driver who recently received a belated high school diploma—just ahead of his three children—thanks to E.R.P.

Magnolia looks on these employees' educational records with enthusiasm and recognizes in them character factors which show up in personnel files. As W. J. Rodgers, head of the Industrial Relations Department says: "sharing in E.R.P. does show two things. The employee is willing to work on his own initiative to better himself; and he has completed a course of study in some field of value to himself and the Company."

A similar program open to all within the company is sponsored by Southwestern Bell Telephone Company. Brand new this fall, Bell's Tuition Plan drew 850 takers who are gobbling up education at an estimated cost to the company of about \$38,500 for the year.

Offered to any regular full-time employee with a year or more of service, Bell gives each up to \$300 per year toward the cost of tuition. Students may attend any university, college, or junior college offering a degree or certificate and generally recognized as an institution of higher learning. Extension courses are acceptable and applicants may choose from a wide variety of subjects.

Although limited by the stipulation that study must be "helpful now or in the future in work with the company," the

door is virtually open in the field of engineering, business administration, liberal arts or physical science. Among approved courses are American economy, use of the slide rule, business English, composition and commercial correspondence, logic, ethics, personnel and general psychology, and public speaking. In addition, Southwestern Bell gives a special boost to the employee who is working toward a degree. If he or she has completed at least half of the work toward a college degree, Bell will pay toward any course required for graduation.

Promotion from within is the key to Bell's tuition plan. Put in company terms, Bell say: "The person who makes the most of his training—the one who thinks and studies on his own and who is most ready for opportunity when it comes—is the person most likely to get ahead."

At Chance Vought Aircraft 1,042 employees are going to school on their own time to learn better ways of approaching their jobs. The plant divides its educational assistance system into two categories, the Engineering Graduate Program and the College Level Education Program.

In the case of engineers working toward post-graduate degree, the corporation pays the full bill—half the tuition at the outset and a reimbursement on satisfactory completion. Stiff with their engineers, Vought requires a B or better average and 80 per cent attendance. At present, 240 employees are working toward graduate degrees in engineering, math and physics.

For undergraduates, Vought reimburses half the tuition on completion of the course provided the student has maintained at least a C average. In all cases, job related courses are required. There are now 160 engineers doing undergraduate work under the college banners of SMU, TCU, North Texas State, and Arlington State College.

To make college attendance easier for Chance Vought personnel, the company brings professors to the plant. Out of the 240 graduate students this year, only 24

find it necessary to go to the campus. Also offered are preparatory courses to make employees eligible for college level work. For example, at Chance Vought, 80 are now taking an in-plant class in structures, pre-requisite for an SMU accredited course.

Sangers Department Store began its employee education plan in 1952 on the theory that "the job holder, in spite of day-to-day training in the field, can do better by formalizing what he is doing through education." At Sangers about 75, from stock boy up, have received half their tuition back on high school or college courses approved by the store.

Texas Instruments Incorporated repays 90 per cent of the cost of tuition, textbooks, and registration and laboratory fees upon successful completion of approved courses. The limit is \$150 in any 12-month period. Institutions approved in the Dallas area include Crozier Tech High School, Dallas Vocational School, Texas Trade Schools, SMU, Dallas College and Arlington State College. Basic requirement in securing company financial aid is that the course have a general relationship to the employee's work with Texas Instruments.

In six years at Dresser Industries almost 100 out of the home office of 125 have taken advantage of the company's help. One even obtained his entire law degree at Dresser's expense.

Assuming the bulk of the financial problem, Dresser pays full tuition on successful completion of each course, but actually operates on an advance system, whereby the employee is paid at the beginning of the term under the obligation to return the fee if he flunks. And Dresser says, "We've never lost on anyone yet."

Companies who are using the educational assistance programs are not losing. Measuring intangibles against dollars, industry today is convinced it will win with such incentive promotions, for the welfare of the individual business depends not so much on inflation or world affairs as on the preparedness of its own people.



Fashion Forecast

AFA Predicts Fashion-Travel Bridge for Dallas, Europe

Husbands who have been promising their wives a vacation in Europe will be strongly pressured into fulfilling these promises during 1957, according to research just completed by the American Fashion Association, Market Division of the Dallas Chamber of Commerce.

By way of explanation, to the 500 merchants who will shop summer market showings in Dallas, January 27-February 1, 1957, it is of the utmost importance to know in advance the vacation points toward which the thinking of their customers is directed. Even though the dreams and plans of only a small minority are brought to reality, the retailer has to constantly pulse the thinking of the majority in order to keep his promotion timely and exciting. If the majority is dreaming of an European vacation, as the case today, then the alert merchant must be able to meet wardrobe needs of customers with tickets and passports.





land. By so doing, he is in the best position to capitalize on feminine psychology. To state it bluntly, this means that the woman who is going no further afield this summer than Paris, Texas, wants to look as worldly and completely fashionable as the woman stepping from a plane in Paris, France.

Each January in its Sales Merchandising Clinics for buyers of fashion apparel, directed by Evelyn Lambert, AFA makes a vacation forecast for the year. Such a forecast has proved a great service to stores which have neither the time nor money to conduct the research needed for a project which has so much bearing on second quarter sales. AFA, realizing that stores need more material to work with than a forecast to increase their summer sales figures, studies travel and vacation trends, after which travel agencies and transportation services are shopped to determine which offers the best in service, entertainment, education, and scenic appeal for the travel dollar. Then comes the selection of the most appropriate fashions in current collections to meet the wardrobe needs for such a trip, and these travel fashions are displayed before a background of window settings designed to project the glamour of the trip.

The information is correlated and assembled into a package promotion which is dramatized at the Clinics, and is published in the Sales Merchandising Manual, which serves as a guide to merchants in executing the promotions.

Factors which led to the selection of Europe as the vacation goal for the coming year were: (1) the increased popularity of air travel which whips time barriers for the two-to-three weeks vacationer; (2) better scheduling of flights between continental capitals which make it possible for tourists to see enough to make the investment worthwhile; (3) the further reduction in rates making the price of the trans-Atlantic flight the lowest in history. In fact, for the price of one of the cheapest of the new automobiles, a

couple can have a 17-day trip that will include Brussels, Paris, Madrid, Rome, Florence, and Milan.

An objective comparison between the long range merits of a new car and an European vacation should not evoke much debate in a household where the family vehicle has not begun to show signs of obsolescence. This was a point brought out in a survey made by Mrs. Lambert and her associates to determine where vacation interests are now centered. It was further brought out that for the person who has never been to Europe such a trip will increase his understanding of history, art, religion, music, fashion, dancing, and most of all, of people, that will enrich his life for as long as he lives. The adventure-minded woman of today has these and countless more reasons on the tip of her tongue and will begin to give them voice as soon as the travel posters start appearing in store windows. The men who have promised trips will have no recourse but to consent, willingly digging into savings or investigating deferred payment plans, especially when reminded of how costly a much less pretentious vacation within the States turned out to be. It is upon such reasoning that AFA predicates its thinking, and is advising its customers to make ready for the European exodus during the months to come.

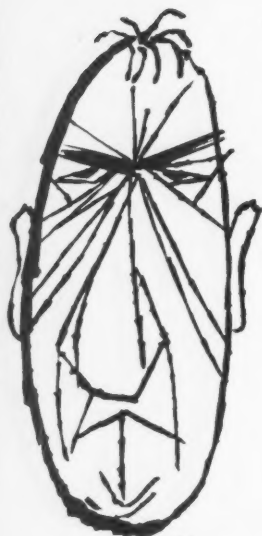
The Sabena-Belgian World Airline's Fashion Circle Tour has been selected as the summer vacation package (one price for everything) to be projected at the AFA Clinics. In order to substantiate every claim made by Sabena for this \$950.00 trip to the fashion capitals of the world, its complete itinerary had on-the-spot inspection by the AFA clinic staff, which included in addition to Mrs. Lambert, Mrs. Marjorie Stanley, clinic production manager, and Ian Meredith, director of visual merchandising. Also in the AFA party were two fashion editors, Mrs. Ruth Holman Baker of *The Dallas Morning News* and Miss Elizabeth Cleve-

land, *Womens Wear Daily*, who served as fashion and promotion consultants.

It is felt that Sabena's Fashion Tour has been tailored in every way to meet the needs of AFA customers and in turn their customers," Mrs. Lambert said. She went on to explain that women can obtain a true understanding and appreciation of fashion only by seeing original models at the source of inspiration. Such an education makes them better customers for the local store for years to come. They have a stronger urge to possess the new and the beautiful and that urge influences others. Heretofore, only the wealthiest tourists who could buy expensive couture models have been able to gain admittance to the top European collections. Now in each of the fashion capitals, Sabena not only reserves seats at the showings for members of the party, but also provides an English-speaking hostess, "Mademoiselle Sabena," to act as interpreter, affording greater understanding about each collection.

Mademoiselle Sabena and the Lady Sabena Club are special services to women travelers exclusive with that airline. Friendly and helpful, they offer advice and assistance — suggestions on where to dine, what to wear, where to find the real buys, or making appointments with a good hairdresser for the traveler in a strange city. Such personal services eliminate confusion, mistakes in buying, perhaps embarrassment from going to a too-expensive restaurant, and even the insecurity of being in a strange land among strange people. One's personal well-being, at home or abroad, largely depends on a sense of confidence and on the satisfaction of good food, both supplied by Sabena's hostesses and its chefs.

Taking it all in all, AFA has not only discovered the wonders of Europe for its customers, but also has found a champagne tour at a price the average vacationer can afford. This will be the big news that will be uncorked in Dallas during the midsummer market.



WATER

The Vollmer Report



SOUR faced over the salty Red River water used to bolster the city's drouth-shortened water supply, Dallasites have learned that Big D's water prospects are far from gloomy.

Long range water studies conducted by Forrest & Cotton, Consulting Engineers, indicate an ample supply of water for the foreseeable future but a need to construct dams and reservoirs to prevent it from escaping.

In a report to the Dallas Water Survey Committee, the firm disclosed enough water sources "surprisingly near" the City of Dallas to provide the necessary water requirements for all of Dallas County through the year 2000. By that time, a Bureau of Business Research report estimated, the county's population would approach the two and a half million mark—2,440,300.

Forrest & Cotton warned, however, of the need to explore other potential sites farther afield "to determine the most economical sources which should be developed for the Dallas County needs after the year 2000."

The engineers went on to itemize the city's and county's prospects:

Five streams—four of them dammed within 50 miles of Dallas and the fifth about 100 miles away—would produce an average daily runoff of 1,538,000,000 gallons.

These would include Elm Fork at Garza-Little Elm Dam, 374 million gallons a day; Denton Creek at Grapevine Dam, 120 MGD; East Fork at Highway 80, 407 MGD; Sabine River at Iron Bridge, 305 MGD, and Neches River at Blackburn Crossing, 332 MGD.

Dallas County, however, by the year 2000, would need only an average of 485,000,000 gallons of water a day—con-

siderably less than one-third the prospective runoff.

Estimated populations between now and the year 2000, obviously, would need far less water, but with the same runoff available.

In 1960, with an anticipated Dallas County population of 928,800, the average daily water need would be an estimated 129,000,000 gallons; in 1975, with 1,336,300 population—228,000,000 gallons.

To contain the water, dams must be erected and reservoirs built. And then to bring it to Dallas and the county's other communities, pipelines and pumping stations are clearly mandatory.

Obviously, the closer the water sources to Dallas, the more economical the entire project will be.

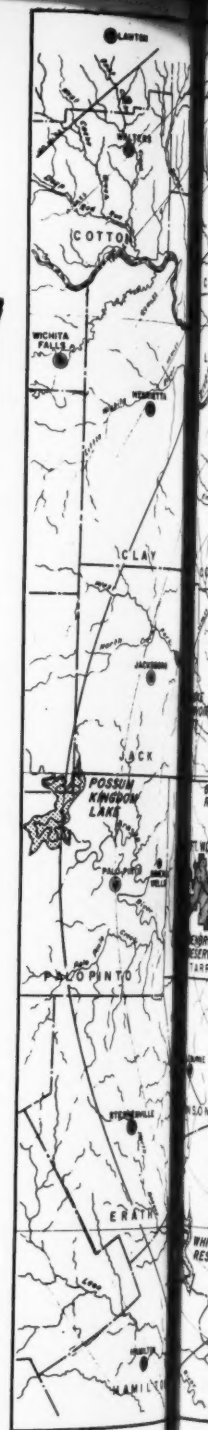
To elaborate — a peak summer day in the year 2000 would bring a demand for about 970,000,000 gallons of water — or almost 4,000,000 tons.

If this amount were shipped into Dallas by railway cars, it would take 97,000 cars of standard size and capacity resulting in a train 650 miles long.

Since, however, the water actually will be carried by pipelines, the cost of building them should be considered. It costs about \$400,000 per mile of 72-inch pipe — \$1,000,000 for 2½ miles. Multiply this by the 15 to 100-mile distance to the various reservoirs and it soars to a substantial investment.

Further, a single line of 72-inch pipe will carry only 100,000,000 gallons a day — slightly more than one-tenth the expected demand in a peak day in the year 2000.

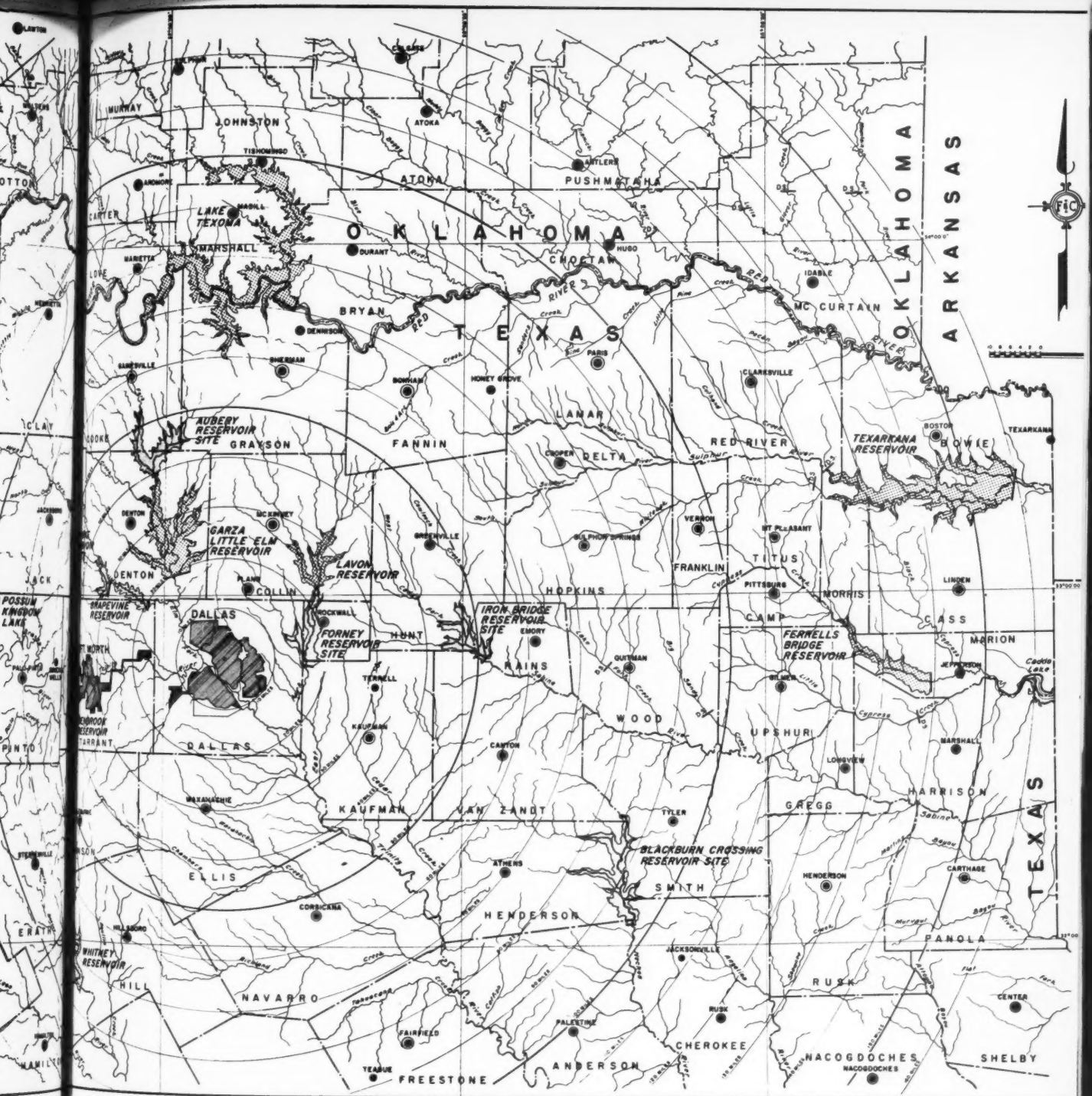
When completed and filled, seven prospective reservoirs will provide Dallas with 498,000,000 gallons of water a day.



Three of these — Garza-Little Elm, Grapevine and Lavon — have already been completed with an eventual water providing potential of 133,000,000 gallons a day. And a fourth, the Iron Bridge Reservoir on the Sabine River, has been contracted for. It will require 160,000,000 gallons a day.

Plans call for construction of the Iron Bridge Reservoir to begin not later than October 1, 1957.

The other three prospective reservoirs are East Fork, Aubrey on the Elm Fork and Roanoke on Denton Creek.



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Study has been completed on still another project — the Blackburn Crossing site on the Neches River — some 90 to 100 miles southeast of Dallas.

Although the projected reservoir here would provide 250,000,000 gallons a day, the Upper Neches River Municipal Water Authority has prior permit claims for the development of 175,000,000 gallons daily. Even at that, there would be 75,000,000 gallons available for Dallas County.

Water source possibilities for the distant future — beyond the year 2000 —

have not undergone careful study yet. However, there are at least five streams in northeast Texas which could develop a total of one billion gallons a day for Dallas County beyond the amount needed for the area itself.

Consideration should also be given the middle and lower reaches of the Trinity River, plus numerous sources in southeastern Oklahoma.

Forrest & Cotton wound up their report by suggesting that 1975 be set as a target date for the City of Dallas to start exploring these future water possibilities.

LEGEND

- TOWNS
- COUNTY SEATS
- COUNTY LINES
- STATE BOUNDARY
- ▨ EXISTING RESERVOIRS
- ▨ PROPOSED RESERVOIRS
- DAM SITE

PARTNERS:

"PARTNERSHIP: Dallas sustains SMU, SMU sustains Dallas."

With that thought-provoking idea as its general theme, Southern Methodist University's annual Sustentation Fund drive rolled along early in November toward a \$350,000 goal.

Businessmen and other civic leaders joined forces in wholehearted efforts to solicit part of the funds required to maintain SMU's "margin of excellence."

That margin — the difference between a mediocre education and a first-class higher education — is a vital part of the university's 1956-57 operating expenses.

It consists of \$641,000 — 12½ per cent of SMU'S entire budget. The full amount is to be made up of gifts from university supporters and friends anxious to help SMU maintain its position as a leading school producing top academic results.

The standard annual tuition at SMU is \$500. Although this is less than the average for comparable private universities, officials are loathe to increase it for fear of hiking it beyond the reach of and denying educational opportunities to some students in modest financial circumstances.

Still, SMU plans to spend \$221.84 more per student than is charged in tuition this year. Obviously, the money must be provided from some source.

The school is constantly trying to increase its endowment income but this is a long range program, and unrestricted operating funds are needed immediately.

That leaves the issue of obtaining the necessary funds to maintain SMU's high academic position up to Dallas itself.

Why does SMU need this extra money now when it managed to get along quite well without it some years ago?

College costs are no different from any other costs. They've gone up too. And for



DALLASITES from seventeen to seventy enroll annually in the adult education courses offered in the late afternoons, evenings and Saturdays by Dallas College of Southern Methodist University. In one of the popular "short courses" offered by Dallas College, recent SMU graduate Betty Williams (left) and Mrs. C. Lowell Tilton hear pre-lecture comments by professor of economics, Dr. Richard B. Johnson.

a quality education, such as is available at SMU, the costs are even higher.

Lab equipment and chemicals, for instance, have increased in price as have all other study supplies — many tripling in price.

Just as wages have mounted in all lines of endeavor, the salaries of instructors and staff members have gone up.

Of the \$2,667,686.50 designated for faculty salaries in the 1956-57 SMU budget of \$4,958,350.00, officials report \$173,500.00 will go for increases over last year's salaries.

Only a small portion of this will come from the Ford Foundation grant announced some months ago. Only part of the total grant of some \$1,500,000 has been paid; the rest will be received next June. The Ford Foundation has stipulated, however, that only the interest on the grant, which must be invested, is to be

used. And it must be used to hike salaries of faculty members of the College of Arts and Sciences only. Faculty of the Engineering School, Business Administration School, Law School, Theology School and Graduate School will derive no benefit from the grant at all.

Further, the income from the Ford Grant is expected to total only some \$30,000 this year compared to the previously mentioned \$173,500 pledged for faculty salary increases.

It is apparent, then, that the Ford Foundation grant is not the whole answer.

Comparing previous financial situations with the present again — buildings on the SMU campus in 1949 were valued at \$5,799,000. The endowment at that time amounted to \$4,380,000.

Today's buildings and equipment are valued at \$30,000,000 — more than five times as much. But the endowment has

SMU and Dallas



J. W. WATSON, Commercial Metals Co., (standing) and Lyman McLane, Campbell-Taggart, two of the many Dallas business and professional men, (top), who devote a portion of their time to teaching. 418 Dallas businessmen are participating actively as workers in this year's campaign. Above, Colonel John A. Smith, Jr. (left) and Vaughn Rozelle turn in reports at the Sustentation Report Desk.

Labor Law, Institute on Insurance Marketing, Institute of Management, Institute on Oil and Gas Law and Taxation, Journalism Forum, Advertising Seminar, Institute on Probate and Trust Law, Ministers' Week and Lawyers' Week.

It serves as an essential research center, providing laboratories, carrying on basic research itself and providing libraries to retain knowledge. And it serves as a cultural and community center by offering concerts, co-sponsoring the Community Course and other similar endeavors, and providing a center for conventions, institutes, lectures, artworks and athletic contests.

Recognizing the mutual benefit, Mayor R. L. Thornton proclaimed the week of Nov. 5-12 SMU-Dallas Week, helping launch the Sustentation Fund Drive.

Serving as honorary chairman of the campaign was the man who originated the first such fund-raising operation 20 years ago — the man whose fund-raising accomplishments in 1911 enabled Southern Methodist University to get started in Dallas.

He was Bishop Hiram A. Boaz, first President of SMU.

Approaching 90, Bishop Boaz retired in 1936 credited with having raised more than \$2,500,000 during his lifetime for SMU. His initial fund assignment was to raise \$700,000 for endowments and buildings in 1911. And as president, he conducted a campaign to raise one million dollars in endowment in 1920 and '21.

Other fund officials were: Mr. R. R. Gilbert, Sr., chairman; Mr. Lawrence Pollock and Mr. S. J. Hay, co-chairmen of the Big Gifts Division; Mr. Gordon Cullum and Mr. Earl Gregory, co-chairmen of the Industrial Division; Mr. John Rudin and Mr. Charles Cullum, co-chairmen of the General Division, and Mr. Wilson Crook Sr., chairman of publicity.

increased only to \$7,500,000 — roughly 71 per cent.

Why then, should Dallas businessmen and workers contribute to help SMU maintain its "margin of excellence"?

SMU's 1956-57 income on its \$7,500,000 in endowments, 5½ per cent of the total income, will be \$225,500. Tuition and fees will make up the lion's share — \$2,963,668 — or 59½ per cent of the total. Auxiliary activities, non-educational facets and sundry means will net the rest — all but the 12½ per cent in anticipated gifts of which the Sustentation Fund will be a part.

The location of SMU in Dallas reportedly is responsible for more than \$15,000,000 being poured into the city's accumulative pockets annually. In a survey two years ago, researchers found that much business attributed directly to SMU. It includes funds spent by the University

with Dallas business concerns, the money spent personally by students in Dallas and by their families on visits here and the money spent by people attracted to Big D by campus and athletic events.

As for the "PARTNERSHIP" slogan — Dallas sustains SMU in several ways. It provides the vital big city resources which enable SMU to realize its full potential. It provides top flight men and leaders in virtually every field — technical, professional and business. And it provides the financial needs paramount for maintenance of any top-ranking academic institution.

In turn, SMU sustains Dallas in these ways:

It provides the city with an educational center at the very top level. It acts as a professional development center by sponsoring a host of projects including the Executives Research Council, Institute on

Christmas Comes to Dallas

ALMOST an exact month before the day, the world which is downtown Dallas after dark was filled with the sounds of "Jingle Bells" and Yule songs; the glimmer of incandescents—red, green and white; audible wonder of small fry, the more subdued reaction of families, couples, friends and neighbors as they looked, commented and felt the first wave of this year's Christmas spirit.

Transforming Downtown Dallas into a Disney-esque fantasy are rows upon rows of lights, plastics, heavy foil and decorations carefully arranged for a studied yet effective display on Elm, Main and Commerce Streets — streets which normally epitomize the busy, bustling, down-to-earth world of big American business.

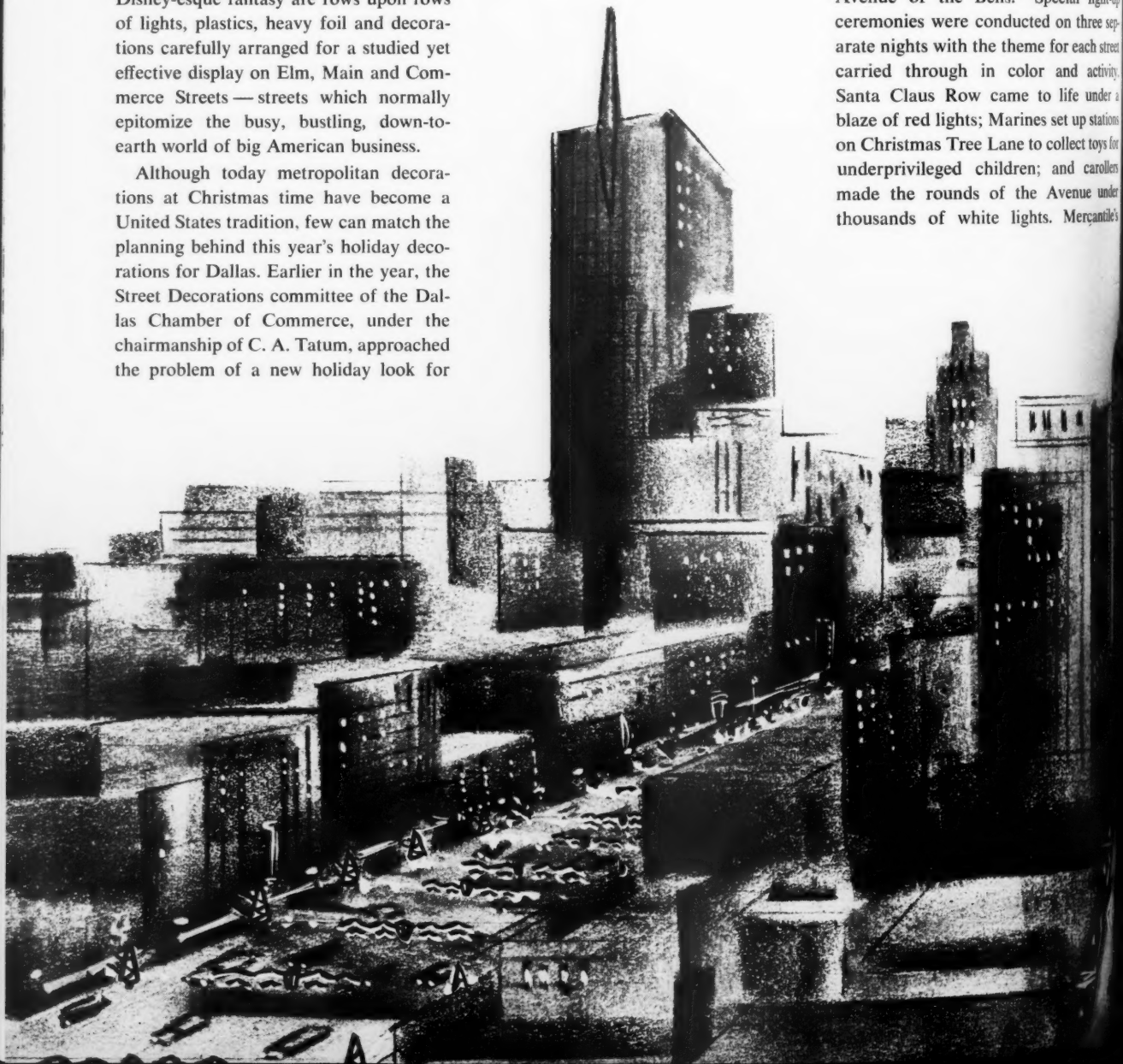
Although today metropolitan decorations at Christmas time have become a United States tradition, few can match the planning behind this year's holiday decorations for Dallas. Earlier in the year, the Street Decorations committee of the Dallas Chamber of Commerce, under the chairmanship of C. A. Tatum, approached the problem of a new holiday look for

Dallas with eyes bent on the practical as well as the spectacular.

Tying in the street decorations with an over-all Christmas and Cotton Bowl Festival promotion, aimed not only at residents but out-of-town shoppers and visitors, the committee agreed on the practicality of selecting ornaments which would be durable and at the same time versatile

enough to permit a variety of uses in years to come.

As decorating ideas jelled, the decision to adopt separate and distinct themes for each of the three main mid-city streets was made... a three-street theme proposal which is unique to the Southwest. Designed by Bud Biggs and executed by Lone Star Displays, the plan turned Elm Street into "Christmas Tree Lane"; Main into "Santa Claus Row" and Commerce, "The Avenue of the Bells." Special light-up ceremonies were conducted on three separate nights with the theme for each street carried through in color and activity. Santa Claus Row came to life under a blaze of red lights; Marines set up stations on Christmas Tree Lane to collect toys for underprivileged children; and carollers made the rounds of the Avenue under thousands of white lights. Mercurille's



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power played appropriate music on each night.

The gay, carefree effect of the decorations belies their construction. Selection and hanging of every member in the display shows an under-the-skin pre-occupation with such non-holiday items as wind, weather and durability. On Santa Claus Row, the central units, assembled back to back, are joined by aluminum moldings which are metal wire stitched. Although each weighs approximately 12 pounds, the lighting frame and hanger tie rods are made of aluminum and hung on steel to provide wind and weather-resistant assembly. The Old English lanterns on Christmas Tree Lane are held together by cadmium plated steel wire frames and clamps; and the five-foot bell units on Commerce hold weather-sealed control timers which op-

erate the flashing lights of peeling clappers.

The Street Decoration was only a phase of the entire Christmas Festival plan. Over a half million folders and brochures reached out-of-town visitors as specific invitations to "Come to Dallas" for the season. Football fans at the Texas-Oklahoma game were among the first to receive the folders on a mass invitation basis; and over 425,000 more were mailed out by Dallas department stores, hotels, banks, the State Fair Auditorium and the Cotton Bowl Athletic Association.

Attractions pointed up for the visitors include Cinerama's "Seven Wonders of the World"; the Todd A-O Theater showing of "Around the World in Eighty Days" featuring David Niven and Cantinflas; Margo Jones Theater '56 with a comedy collection of Charles Dickens characters, "The Small Servant"; the Courtyard Theater's tragi-comedy, "Waiting for Godot"; the Dublin Players from Ireland; Knox Avenue Theater's special children's collection of one-act plays; and the Dallas Symphony. Expected for the season are such pluses as "Pajama Game" star, Fran Warren, at the Statler Hilton's Empire Room and Ray Bolger at State Fair Auditorium.

Thoroughly Christmas experiences include mass choirs with hundreds of voices blending for such inspiring music as "The

Messiah"; the melodies of strolling Carollers; the Bell Ringer Chorus; and the annual interdenominational city-wide Downtown Dallas Festival of Christmas Music on December 18.

Free exhibits at State Fair Park include those at the Hall of State, the Aquarium, the Museum of Natural History, the Health Museum and the Dallas Museum of Fine Arts. Planetarium Shows are being given every Saturday and Sunday at nominal admission prices.

Fashion shows and tours are available for visitors and Dallasites. Skyline buildings and local publishing plants will sponsor special guided holiday tours and "behind the scenes" production will be on view at all Dallas radio and TV stations.

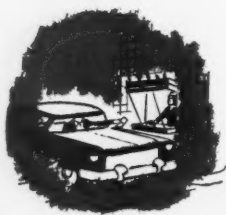
Finally, on New Year's Day, fans in the Southwest will take in the Cotton Bowl Classic for an action-pack climax to the season. During half-time and pre-game spectacles, the Kilgore College Rangerettes, a 50-girl precision marching-dancing unit, will perform. Over 40,000 man-hours and some \$15,000 will go into the half-time show which will feature seven bands and nearly 1,000 school musicians.

The streets are decorated; activities are arranged; and this year's "Christmas in Dallas" is no longer a plan in the minds of a committee. Suddenly and effectively — Christmas is here!





How do you shop for a Bank?



CREATIVE BANKING in Action!

All-weather banking by car
— 24-hour in-the-bank park-
ing — another Republic
Creative Banking Service.

If you were to "shop" for a bank, what would you look for?
Appearance? At Republic, \$25,000,000 has been invested in a new, modern building with functional banking facilities surrounded by the quiet dignity of elegance.

Prestige? Republic is a proud name in banking. Its selection will compliment your judgment. *Size?* In banking there are only two sizes — "big enough" and "too small." Republic is big enough to give the finest service to the smallest accounts — or the largest.

Yes, if you were to really "shop" for your bank — you'd buy Republic... the bank that asks always...

What Can We Do For You?

REPUBLIC
National **BANK** of Dallas

MEMBER F.D.I.C.

CAPITAL AND SURPLUS \$75,000,000 ★ LARGEST IN THE SOUTH

DALLAS • NOVEMBER, 1950

CITY HALL REPORT:

MAKING HISTORY IN "LITTLE MEXICO"

Dallas can be justly proud of the national leadership it has assumed in combating blight, the malignancy that preys on municipalities. Like any malignancy, blight must be caught in its early stages if a real cure is to be effected. If it's not caught in time . . . surgery is required for removal of the infected area. In the case of a city this means a costly slum clearance project, usually undertaken at the expense of the taxpayers.

A little over a year ago a pilot program was launched in Dallas with the aim of finding an effective way of stopping blight in an infected neighborhood. Part of the plan was to bring about the rehabilitation without the expenditure of taxpayer's dollars. The 60-acre area just north of the business district, known as Little Mexico, was chosen. It was a blighted area well on its way to becoming a slum.

The most significant part of the Dallas program is that it marks the first time that the city government, private property owners and the federal government have joined together to arrest blight in a neighborhood, without the aid of federal monies. The Little Mexico program is essentially one of helping the property owners to help themselves.

So successful has been the program that it has been chosen as the first such project in the nation for which the FHA has agreed to insure modernization loans.

Property owners in the area are eligible to apply for mortgage loans with terms up to 30 years at 4½ per cent interest. FHA will insure the loans up to \$20,000 for single family structures.

When a preliminary survey was made at the beginning of the Little Mexico rehabilitation program, city inspectors reported that only 11.7 per cent of the houses in the area were in compliance with building, health and fire codes and electrical and plumbing ordinances.

Lack of plumbing facilities was most prevalent, with no hot water in 75 per cent of the houses and no plumbing at all in 27 per cent. After one year another inspection was made and over 75 per cent of the houses were found to be in compliance with the law, an increase of over 63 per cent.

The program was carried out under the watchful eye of Rehabilitation Coordinator Alex Bul with the backing of a strong and determined committee under the chairmanship of former mayor James Temple. Bul worked through religious and community leaders in the affected area . . . making a strong appeal to their civic and personal pride. Their cooperation was wholehearted and went a long way toward overcoming community resistance and the language barrier.

The first step taken toward deslumming was to send special trash removal crews into the area to remove unsightly, rodent breeding debris. The amazing total of 40 truckloads of trash was removed from an area where city trash and garbage trucks had been making regular runs for years.

Once the surface debris was disposed of, city inspectors went over every piece of property to determine any non-com-

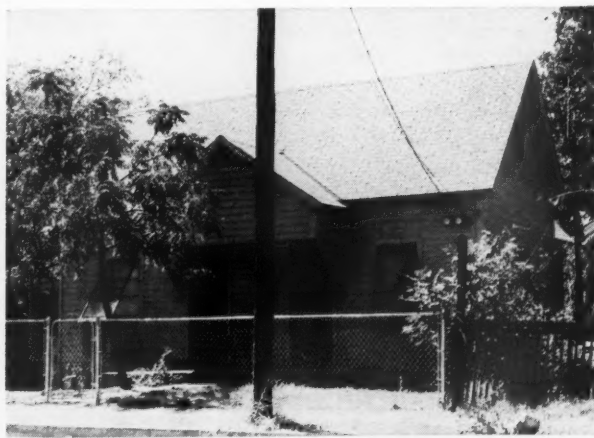
pliance with fire, health or building ordinances.

Following this inspection, letters were sent to each property owner listing the things which he needed to do to bring his property up to par. Reaction was varied. Many began to take steps to comply. Others didn't budge. Some disposed of their property rather than bring it up to standard . . . and still others razed their buildings when they decided that the cost of bringing it up to legal requirements would be prohibitive.

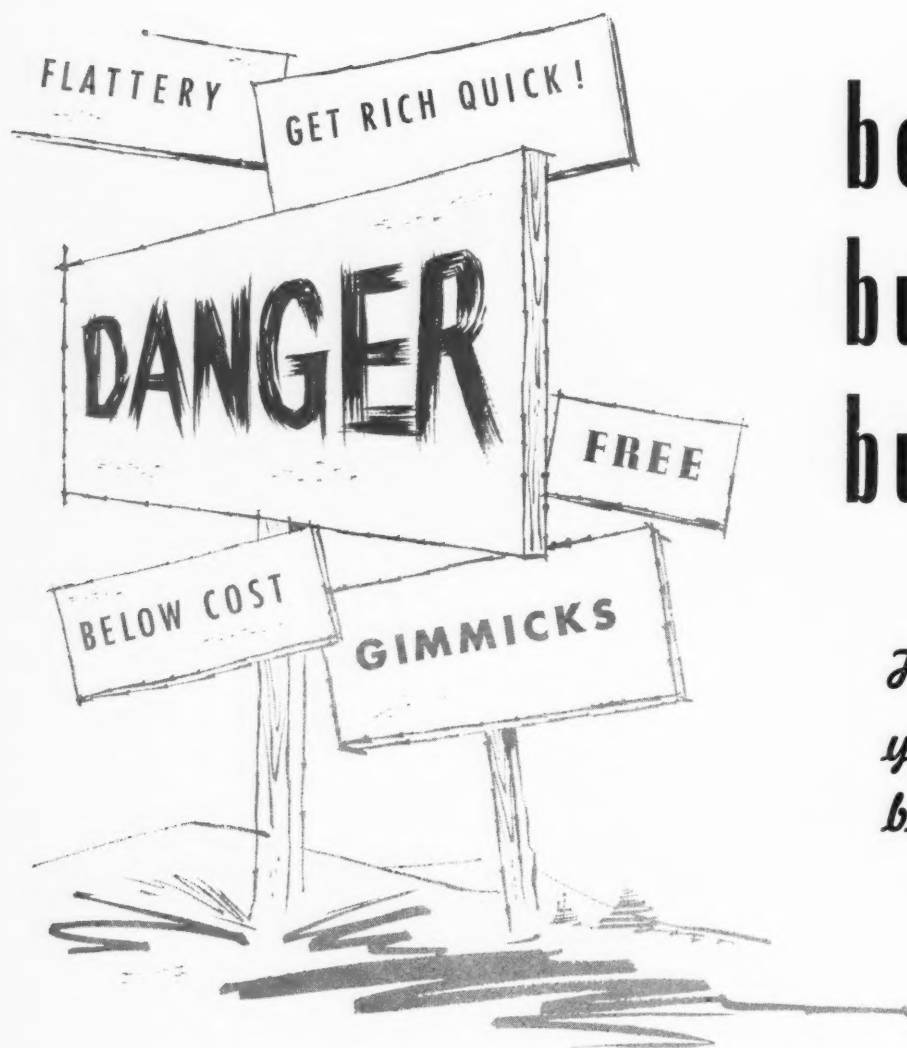
Yellow building permits became the order of the day, and nearly every building had one tacked on the front. There were of course a few hold-outs, but to date, only two court cases have been filed.

The transition was almost unbelievable. Wood siding that had been exposed to the elements for more than a score of years was introduced to paint. New roofs and fences began to appear, and a surprising number of green lawns sprouted for the first time. Residents and property owners really began to take an interest and a new feeling of neighborhood pride started to swell. Little Mexico was experiencing a metamorphosis. Prominent visitors to the city were no longer shunted away from the area, instead they were taken on extensive tours.

With the pilot project a success, the city's housing rehabilitation committee has under study two additional areas, one in Oak Cliff, adjacent to the East-West Expressway route and the other in the Pleasant Grove community. In addition, intensive enforcement of codes and ordinances has been started in an area adjacent to the Little Mexico project, with a view to eliminating blighted and true slum conditions.



BEFORE AND AFTER — the same house. Such renovations have changed Little Mexico from a liability to an asset without dipping into the taxpayer's pocket.



by John Mashek

better business bureau

*How it helps
you run a
better business*

FOR the last 36 years, Dallas business and its consumer trade have been protected by a powerful force, not widely publicized but totally effective.

That force is Dallas' Better Business Bureau—the natural enemy of get-rich-quick promoters, fraudulent schemers and dishonest advertisers.

"The general public thinks of us only as racket busters," explains G. Duffield

Smith, vice-president and general manager of the Dallas bureau. "Primarily, we serve as the public relations link between business and Dallas citizens."

One of 110 such bureaus in the United States, the Dallas BBB is a non-profit organization supported solely by some 1,000 businessmen to defend against those who would infect the city's economy with deceit and fraud.

Smith credits the citizens of Dallas with any success the BBB has achieved—he calls them "our G-2 or intelligence men."

"We live on the inquiries and complaints of the public. With their help, all organized schemes have been quickly discovered and rooted out," he said.

The Dallas bureau, Smith affirms, conducts an intensive investigation into each complaint after making sure that it is

legitimate and one where the bureau has power to act.

He pointed out that the BBB was limited in jurisdiction to false advertising and fraud in transactions.

"We had a recent call from a woman who said a pair of her husband's trousers had been ruined at the cleaners. We can take no action; that complaint's remedy lies in the civil courts," he explained.

Smith cited an example of the bureau's work. His office was deluged with complaints last year about a firm's practice of charging trumped-up rates for services rendered. Smith said it was simple to spot that "something had to be wrong" because of the large number of phone calls and letters.

"We checked with the management and explained our findings. In this case, the man was cooperative but he seemed helpless in correcting the ills—the complaints continued to roll in," he said.

Smith continued that the next step was to take the matter to local news media which carried the firm's advertising. The resulting action was the withdrawal of the firm's advertising privileges.

"No business can live without advertising," Smith asserted. "It wasn't long before the firm changed management and our office stopped getting the phone calls and letters."

Other steps could have been taken if the pressure of the advertising squeeze had failed. They are (1) a printed bulletin widely circulated to business executives, their employees and broadcast media and (2) a complete report to the proper city, state or federal law agency.

"Make no mistake about it—all our action is not intended to force a business out in the cold," Smith emphasized. "Some of the mistakes are unintentional and require a mere phone call of explanation."

This, he explained, comes about largely from a firm's misleading advertising which was not intended to be false. Smith noted several instances where this type of advertising was voluntarily withdrawn after the complaints were presented to the firm's management.

"In effect, this assists the busy executive in improving his business. It's almost impossible for him to be completely informed on his operation."

Smith claimed that the BBB also performed a service to the District Attorney's office. He said it forced many ill-fated businesses out of circulation without having to bother the District Attorney. Of

course, Smith said that a firm's flagrant violation of the state's criminal statutes would bring an immediate call to the law agency.

Another safeguard that the BBB has given Dallas is a continuous check against out-of-state promoters looking for the fast dollar.

"A few years ago, an Iowa group flooded Dallas with advertising on cheap house sidings. We checked the authenticity of the ads and found them completely false. By the time the group hit Dallas, the public had been alerted. They left the city in a hurry, empty handed," Smith recalled.

The BBB has helped thwart price wars from seeping into Dallas' economy. A check is continuous on "the bargain deals at reduced prices" which often result in a chain-reaction move by competitors.

"In these cases, the product very often is cheapened along with the reduced price. Legitimate businessmen will recognize this and take corrective action before the price war begins," Smith stated.

Dallas' bureau also has been responsible for administering five distinct and separate codes, or standards of advertising and selling practices.

The codes, starting with the television firm in 1952, include nursery products (1953), room air conditioners (1954), floor coverings (1955) and automobiles (1955).

The growth of the bureau, in the last 10 years alone, can be measured by its word load. In 1945, the bureau gave services to 8,500 persons. Some 150 of these cases required corrective action.

By last year, the BBB handled about 25,000 service calls and corrective action was required in 688 cases.

The bureau's work included:

1. A distribution of 45,000 pieces of printed matter and handling of 20,000 inquiries (largely requests about a firm's creditability).

2. A handling of some 5,000 complaints by phone or letter. (The BBB asks that complaints now be detailed and in writing.)

3. A screening of local advertising for truthfulness and accuracy.

4. A filing on all businesses in Dallas along with separate folders on crooked schemers.

"Last year we increased our cases-for-correction operation by 52 per cent along with an 11 per cent upswing in requests," Smith said.

That growth has prompted a membership drive to recruit new Dallas members in hopes that the bureau's operating budget can be doubled. Eugene K. Sanger, president of E. M. Kahn & Company, is chairman of the drive which started Nov. 20.

"This campaign is necessary so that we can catch up with Dallas' growth," Smith said. "We now have only seven persons on our staff, hardly enough to handle the work volume."

Smith hopes the campaign will impress businessmen with the three objectives of the bureau—protection of the public from dishonest promoters, protection of the responsible businessman from the same source and education of the public through the printed word.

"We realize that cheaters can give a bad name to business as a whole—we want to help keep Dallas business out of the cheat's reaches," Smith said.

That, then is the story of the Better Business Bureau, Inc.—a strong machine to keep Dallas business even stronger.

Here's what starting Dallas businessmen and the general public should do to protect themselves against the unscrupulous.

As outlined by G. Duffield Smith, Better Business Bureau general manager, the businessman should:

1. Give the BBB full information on his business, its products and services. This enables the bureau to promptly service inquiries from the public.

2. Cooperate with the bureau in reporting any "questionable" advertising schemes which might result in unfair competition.

3. Call the bureau's attention to any advertising or charity solicitation so a "fact report" can be given, possibly saving the businessman's money.

4. Report the operations of transients who take advantage of the public through sales of poor-grade merchandise.

The public should be leery of the following:

1. The get-rich-quick promoter who deals in nothing but impossible promises.

2. The "flattery appeal" salesman who aims to confuse with flowery chatter.

3. The something-for-nothing appeal, never genuine or true.

Dallas

What's Doin' in December



Theatre '56 Presents MACBETH!

This year's Theatre '56 Shakespeare offering is the 'Tragedie of Macbeth'. For those that missed it first time around (around 1623), Macbeth is the story of an ambitious Scottish boy who wants to get ahead. By the 5th act, he has several. But in the end he learns his lesson, that "Vaulting ambition...overleaps itself and falls on the other". It is a great play of blood and beautiful poetry and should be interesting to see in-the-round. Plays Margo Jones Theatre '56. **Nov. 27-Dec. 16.** Also on stage: Margo Jones Theatre '56 follows Macbeth with "The Small Servant" by S. I. Abelow and Robert Cenebella **Dec. 18-Jan. 6.** Knox Street Players present "The Dybbuk" by Ansky at Knox Street Theatre **Nov. 29.** Most ambitious undertaking of the month is Robinson Jeffers' adaptation of "Medea" by the Cathedral Players. It's Euripides story of a great girl but a lousy loser presented by St. Mathew's Great Hall, **Dec. 6-8.** And Dallas Little Theatre presents Sam Beckett's "Waiting For Godot" **Dec. 23-22.**



Edith Piaf at the Century! For those of you who didn't read the big spread in LIFE, Edith Piaf is the little French wom-

an dressed in black sweater and big globby tears who sings of the lover who didn't come and of the lover who came but went and of the lover whom she wishes hadn't come around in the first place. It gets pretty sad and some cynics got to explaining her night club success saying that she made the customers drink to forget her sorrow. But then she made a big smash at Carnegie Hall where all they were serving was diluted orange juice so there went that theory. Truth is, she is petite and appealing and you want to take her home and give her a good meal. At the Adolphus Century Room, starting **November 30.** Also at the Clubs: **Fran Warren** at the Staler Hilton Empire Room starting **December 13.**

Ray Bolger!

Back in the days when we were enrolled in Skeeter Reams. Tap Dancing School and were struggling for mastery of the time-step,, a god walked the Earth. His name was Ray Bolger, his billing was 'Mr. Highpockets Himself,' and his glory, in our opinion, was that he was the funniest dancer in shoe leather. We've swapped a lot of opinions since then but that one remains unchanged. In years that followed we watched him in a dozen movies including "The Wizard of Oz"



—Ray played the Scarecrow that helped Judy Garland skip down the Yellow Brick Road. And what a smash he was in Broadway's "Where's Charley?"! State

Fair Musicals found how much that show depended on Bolger magic when they tried to do the show without him. But all is forgiven those who truly repent, and it is the State Fair that brings us Ray Bolger at the State Fair Auditorium **December 27-31.**



Around The World In 80 Days at the Tower!

Also to be shot are people who miss this film although a stay of execution will be granted those who wait for it to get down to popular prices. According to the bill it contains 46 first rate stars (David Niven, Robert Newton, Cantinflas, Shirley MacLaine, Ronald Coleman, Noel Coward, Fernandel, etc.), 68,894 ordinary people and 7,954 ordinary animals. Now given this material, a Cecil B. DeMille would do the whole Old Testament, but Producer Mike Todd and Scripter S. J. Perelman use this high priced fauna and literally a World of scenery to turn out one of the funniest stories ever to come down the pike. The bit: Englishman Niven bets and wins that he can make it around the World in 80 days.



Christmas Opera. Dallas Symphony Orchestra and the Dallas Lyric Theatre team up **Dec. 15** for a special Christmas offering, "Amahl and The Night Visitors".

HOW CONVENIENT CAN BANKING GET?



We sincerely believe you'll agree that upon the completion of our new Auto Bank this fall, Texas Bank has provided a new concept in simplicity and convenience...in banking.

Imagine, for instance, handling all routine banking matters within a matter of seconds... driving within a few feet of your safe deposit box... making deposits to saving and checking accounts... cashing checks... without leaving your car. If you have business in the Trust Department... simply *drive* to it! There's no need to dress up. Bring the children with you. Enjoy the comfort and convenience of the informal and friendly Texas Bank Auto Bank.

..... On Money Matters — Your

Silent Partner



TEXAS BANK

& TRUST CO. of DALLAS

MAIN and LAMAR

Member of Federal Deposit Insurance Corporation



IN THE SOUTHWEST —

Only Verson could create this "Package"

Problem — a method to mass produce parts for a new air-conditioning equipment plant at Tyler, Texas, which would provide: 1. Automation — at low cost. 2. A specific purpose press brake, flexible enough to be adapted to other jobs.

Solution — a machine which automatically and progressively punches, notches, forms and cuts-off — completing a part with each stroke. Set-up changes are quick, easily varied. Simple removal of the flanges makes it ready for use as a standard press brake.

Result — Four press brakes of this design recently delivered to Tyler with tooling integrated, ready to operate.

Verson, working with the air-conditioning company's engineers on the design, produced the finished product — furnishing form tool design, form tooling, the machine itself and integrated feeding and punching equipment.

Verson's combination of manufacturing techniques, facilities and know-how are available nowhere else in the Southwest — as a package!

Verson
TRADE MARK

ALL STEEL
MACHINE TOOLS

CREATIVE ENGINEERING

PRODUCT DESIGN

MANUFACTURING METHODS

COMPLETE TOOLING

Verson MANUFACTURING Co.

• MANUFACTURING CONSULTANTS TO THE METAL WORKING INDUSTRY
8300 SOUTH CENTRAL EXPRESSWAY • P.O. BOX 9128 • FR1-1301 • DALLAS, TEXAS

Dallas

LAW



KRAMER

Mr. Group Names Head. Mark E. Kramer of the legal firm of Kramer & Hogg has been elected president of the Dallas County Criminal Bar Association.

Other officers elected include Mrs. Gladys Melton, vice-president, and Harold Dimon, secretary-treasurer.

The new president outlined a four-point program for the association: continued cooperation with the Dallas County Bar Association; support for a strong criminal law section within the Texas State Bar Association; establishment of a speakers bureau, and sponsoring legislation for supervision of professional bail bondsmen.



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to serve the White Rock, East Dallas and Garland areas
A SPARKMAN SERVICE MEANS MUCH MORE...YET COSTS NO MORE

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SPARKMAN-BRAND, INC.
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ROSS AT PEARL
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National Funeral Directors
BY INVITATION

GARLAND ROAD at
EASTON ROAD

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ALL TYPES — RESIDENTIAL & COMMERCIAL

Best Prevailing Rates & Terms
Specializing in Prompt Service

SOUTHERN TRUST & MORTGAGE COMPANY

1302 Main Street
F. M. LOVE, Chairman of the Board

Phone RI 1-5551
AUBREY M. COSTA, President

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FELIX HARRIS & CO.
Insurance

212 NORTH FIELD STREET, AT PACIFIC

RI 1-5171

FELIX HARRIS

BEN HARRIS

BILL CARTER

REX HARRIS

NED HARRIS



Membership Committee Beats Annual Record



JIM LAYNE, far right, became the second in Chamber history to win his third Life Membership on "Jim Layne Day." Present to honor him were, L to R, Laurence Melton, Les Potter, Mrs. Layne and Felix Harris.

NEW Chamber of Commerce members in October amounted to 196, bringing the year's total to 2,073. The total to date has enabled the Membership Committee to break the existing annual record of 2,021 set by the 1955 Committee.

Impetus for the November campaign is in the form of a contest between the "Curtis Cats" and the "Ryan Rovers." Vice-chairman Jack Curtis captains the Cats; Vice-chairman Nat Ryan, the Rovers.

Retail

Adams House of Style, 106 Piedmont Shopping Center; Mrs. Mabel A. Adams (Tom Sheffield)

Travis Welding Supply Corporation, 4800 S. Lamar; M. D. Travis (Tim Carroll)

Gourmet Liquor, Inc., 379 Hillside Village; James E. Williams (Jack Wantland)

Highland Furniture Company, 8201 Preston; Wilborn O. Albright (Tim Carroll)

Bob Clark Food Mart, 2813 N. Henderson; R. L. Clark, Sr. (Ellis Watkins)

E. G. Council Music Shop, 1207 Elm; Mrs. Lena R. Nicholson (H. M. Russell, Jr.)

World Liquors, 1519 Forest; Don Goldman (Jim Layne)

Wilbur Benat Florist, 4303 Oak Lawn; Wilbur Benat (Dick Granger)

Pop Engle Auto Glass, 3033 Main; Herb Engle (Arthur H. Stern)

Slater's Boot Shop Company, Inc., 1506 Main; E. J. Brugler (Jack Wantland)

Manufacturing & Processing

Air-Tex Corporation, 649 Fort Worth Avenue; Glenn Bagwill and Gordon P. O'Gee (Jack Wantland)

Dal-Texas Sheet Metal Company, 5626 Dyer; W. B. Morgan (Tim Carroll)

Dyo Chemical Company, 2200 S. Central Expressway; Al Meyers (John S. Smith)

Restmore Mattress Company, 723 S. Haskell; R. L. Casey (Tim Carroll)

Utility Pump Company, 649 Fort Worth Avenue; Glenn Bagwill (Jack Wantland)

Certified Welding Works, 6935 Maple; Jack D. Muse (Jack Wantland)

Cannon Ball Manufacturing Company, 5611 Oleander; C. H. Shingshang and Mrs. C. H. Shingshang (Dick Granger)

Lone Star Electronics Company, 5523 Dyer; Alan B. Chapman (John S. Smith)

Akro Engraving Company, 1014 S. Lamar; Ernest L. Duenzl (Jack Wantland)

Dallas Fixture & Cabinet Works, 3409 McFarlin; Ernest Herzfeld (Dixie Carmichael)

Lumi-Night Neon Sign Company, 2711 Commerce; L. E. Jones and R. E. Jones (Tim Carroll)

J. Thomson Manufacturing Company, 4607 Cole; Miss J. Thomson (Ned Meyer-son)

Modern Store Fixtures, 2608 Elm; Sidney L. Knopf (Jim Layne)

Trinity Brass & Copper Company, 3125 Ross; A. E. Soutter, E. E. Soutter and Preston Garrett (Admiral Olney)

The Armistead Corporation, 9217 Weiss; Walter L. Armistead (Jack Wantland)

Hammond Laundry-Cleaning Machinery Company, 4322 Main; Sam Elms (Jim Henderson)

Hamontree Memorials, 3901 S. Oakland; Glenn W. Hamontree (Tom Sheffield)

A. F. Holman Boiler Company, 1904 Singleton; A. F. Holman (Jack Wantland)

Lifetime Buildings, 1213 S. Industrial; Chuck Williams (Nat Ryan)

Southland Greetings of Dallas, Inc., 1802 Chestnut; William Rubin (Jack Wantland)

Southwest Industrial Materials Corporation, 1511 Levee; George A. Hawpe, Jr. (Lee Wildes)

Trophy-Craft, 2651 Brenner; William P. Hess (Jim Layne)

Howard B. Wolf, Inc., 1522 Edison; Howard B. Wolf (Nat Ryan)

Adams' Silk Screen Studio, 5226 Maple; Edwin J. Adams (Dixie Carmichael)

Services, Business & Personal

Cammack Business Service, 619 South Zangs; Mrs. Mildred Cammack (Jim Layne)

Alvin Roy Slenderizing Salon, 1336 Jackson; George H. DeClouet (Tom Sheffield)

Morgan Brothers Termite & Pest Control, 6704 Forney; Elmer Morgan (Dixie Carmichael)

Del Campo Dance Studio, 2706 Oak Lawn; Jack Del Campo (Tim Carroll)

Authorized Television Service Clubs, Inc., 2146 Irving Blvd.; Jack Murphy (Jim Layne)

Preston Center Travel Service, Inc., 6138 Berkshire; Mrs. Stella M. Teddlie (Tim Carroll)

Dallas Building & Repair Service, 5638 Dyer; R. C. Neilson (Jim Layne)

Edgar Shoe Bronzing Service, 3223 Knox; D. D. Edgar (Dixie Carmichael)

Cockrell-Hull Employment Service, Vaughn Bldg.; Mrs. Molly Cockrell (Jim Layne)

Oil

Cornell Oil Company, 284 Meadow Bldg.; Dr. Anson L. Clark (Dixie Carmichael)

Triplehorn Company, 4960 Singleton; Warren Ward (Jerome K. Crossman)

Company, 3125
E. Soutter and
Olney)
poration, 9217
ead (Jack Want-
cleaning Machin-
; Sam Elms (Jim
s, 3901 S. Oak-
tree (Tom Shef-
Company, 1904
(Jack Wantland)
13 S. Industrial,
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of Dallas, Inc.,
m Rubin (Jack
Materials Corpo-
ge A. Hawpe, Jr.
renner; William
., 1522 Edison
van)
Studio, 5226
ms (Dixie Car-
& Personnel
ervice, 619 South
Cammack (Jim
ng Salon, 1326
ouet (Tom Shef-
ite & Pest Com-
r Morgan (Dixie
udio, 2706 Oak
(Tim Carroll)
Service Clubs
ack Murphy (Jim
l Service, Inc.,
ella M. Teddlie
air Service, 5626
Layne)
Service, 3223
e Carmichael)
yment Service
ly Cockrell (Jim
284 Meadows
ark (Dixie Car-
4960 Singleton
Crossman)
NOVEMBER, 1956

D. H. Byrd, Tower Petroleum Bldg.;
Colonel D. H. Byrd and James R. Stanley
(Watson Tillman)

Centurion Oil & Gas Company, 318
North St. Paul; Henry R. Lyon (Jim
Layne)

Mrs. Alma McCutchin, 1401 Mercan-
tile Securities Bldg.; Ernest Goens and
Jerry McCutchin (Jim Henderson)

Construction and Contracting

The Fairway Company, 2501 Cedar
Springs; Irwin Grossman, J. O. Smith and
M. Grossman (Jim Randolph)

Russell Plumbing Company, 2403 Stutz
Drive; Charles W. Russell (Tom Shef-
field)

Bell Bottom Foundation Company,
1208 S. Industrial; N. L. Shutte and C. P.
Stern (John S. Smith)

J. A. Crook, Contractor, 4718 Reiger
(Ed Souza)

Universal Improvements Company,
1710 Jackson; Helyn Snitz and R. J. Ull-
rich (Ed Souza)

Wholesale and Distribution

Four Wheel Drive Auto Company,
Texas Division, 1215 Dragon; John R.
Horton (Nat Ryan)

Industrial Truck Parts Company, 531
South Industrial; John J. Garrity (John
S. Smith)

Production Enterprises of Texas, Inc.,
3116 Sylvan Drive; Clyde Durbin (Tim
Carroll)

Thomson Engineering Service, 2712
West Mockingbird; James R. Thomson
(Jack Hospers)

**Boyles Galvanizing & Plating Com-
pany**, P. O. Box 368, Hurst, Texas; Wil-
liam W. Strong (Jack Hospers)

Hudson's Hollywood Fashions, 918
Commerce; Mrs. Marie Hudson (Tom
Sheffield)

U. S. Electrical Motors, Inc., 1605
Levee; M. H. Sharp (Tim Carroll)

Jim Randall Company, 1917 Levee;
Jim Randall (Tim Carroll)

Schering Corporation, 8912 Chancellor
Row; John Wesley (Ralph Breum)

Ark Distributing Company, 146 Les-
lie; Claude R. Williams, Jr. (Ned Meyer-
son)

American Trailer Sales Company, 2515
Hardwick; Ward Dunlap (Jack Wantland)

Robert S. Bone Company, 623 Texas
Bank Bldg.; Robert S. Bone (Thelma
Logan)

Professional

Frank G. Newman, Attorney, Mercan-
tile Bank Building (Pat Carrington)

Arnold N. Ablon, CPA, Gibraltar Life
Bldg. (Arthur H. Stern)

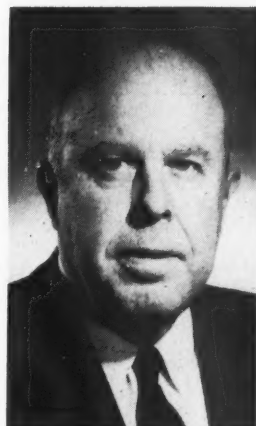
COMMITTEEMAN OF THE MONTH

All of us derive a great deal of happiness from being able to accept and carry through a challenge that might be given us during our lifetime, and this month's committeeman of the month, Admiral Alfred C. Olney, is perhaps one of the happiest men in the Dallas area.

Currently holding the position of Assistant to the President at TEMCO Aircraft Corporation, Admiral Olney is a man who has proven that difficult challenges can be overcome.

Retiring from active duty with the U. S. Navy in 1952, the congenial Admiral has played an important role in advancing TEMCO Aircraft Corporation into the prime contract field. In addition to the Navy's acceptance of TEMCO's TT-1 primary jet trainer, TEMCO recently won its second prime Navy contract for development and construction of the XKDT-1, a high speed target drone. Throughout these as well as other contracts with the military, Admiral Olney has exhibited the leadership qualities acquired through a long and colorful career as a Naval officer.

Carrying these leadership qualities into civilian life, Olney proved again this year that meeting a challenge can be a happy chore. Not satisfied with winning a Life Membership Award last year, Olney's section this year captured the second place gold cup. As a result of his own work, the flying Admiral was awarded a Double Life Membership along with his fourth Top Hand



ALFRED C. OLNEY

trophy. Still not content, Olney is now half way on the road toward a Triple Life Membership Award and now becomes the first to be named Committeeman of the Month for the second time.

Looking back on a career which has included 30 years of active flying, Al Olney still possesses a valid commercial license. The Admiral devotes most of his flying to company business these days, piloting TEMCO's Riley Twin, an executive conversion of the Navion. One of the last combat aircraft he flew before retiring from the service was the Chance Vought F7U "Cutlass," an aircraft now on duty with carriers of the U. S. fleet.

In his spare time Olney drives, services, and maintains his sleek, XK-120 Jaguar sports car. In addition, he manages to fit into his tight schedule a few rounds of golf at Dallas' Lakewood Country Club.

Preston Center Optical Salon, Inc.,
6138 Berkshire; W. B. Herd (Tim Carroll)

Grand Advertising Company, 2003
Davis Bldg.; Don Wagnitz (Jim Layne)

George C. Gribbin, CPA, National
Bldg. (Ellis Watkins)

William B. Tenery, Consulting Engi-
neer, 3607 Texas Drive (Dick Granger)

W. H. Delafield, D. D. S., 10755 Pres-
ton (Jack Wantland)

Naud Burnett Landscape Company,
2906 N. Fitzhugh; Naud Burnett (Tim
Carroll)

Jake B. Goodson, CPA, 328 Meadows
Bldg. (Adrian Sebastian)

William E. King, D. D. S., 219 Preston
Royal Shopping Center (Bill Blaydes)

Jack E. Smith, 318 N. St. Paul (Jim
Layne)

Howard G. Decker, Jr., Architect, 5008
Greenville (Tim Carroll)

Bob Bird Advertising, 3616 Cedar
Springs; Robert B. Baird (Jim Layne)

Fred Bruner, Attorney, 1342 National
Bldg.; (Jim Layne)

Financial

Crossman, Ballen & Hoffman, Gibrat-
tar Life Bldg.; Edmund M. Hoffman
(Jerome K. Crossman)

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of quality store, office and bank fixtures since 1922.**

Adleta Show Case & Fixture Manufacturing Co.

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Phone RI 7-7576

*** You'll be satisfied if it's an Adleta installation**

EVERYWHERE YOU LOOK

there's **CHRYSLER** *Airtemp*

20 YEARS OF AIR CONDITIONING FROM
MATTHEWS ENGINEERING CO.
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Call Miss Trans-Texas
For Reservations

TTA **TRANS-TEXAS**
AIRWAYS
SERVING 50 CITIES IN 4 STATES

FLY TTA STARLINERS TO
BEAUMONT - PT. ARTHUR
NON-STOP SERVICE

Dallas

CONVENTIONS

A convention boom is in the making for Dallas which so far this year, has registered almost double the number of conventions drawn into the city in 1955. According to figures compiled by the Convention Department of the Dallas Chamber of Commerce, the total projected number of conventions of all kinds here will be 2,350 in 1956 as compared with 1,980 last year.

Booked ahead as of November first were 114 national or international conventions and 188 state or regional conventions.

As a result of the upsurge in convention bookings, the Convention Department of the Dallas Chamber was accepted for membership in the International Association of Convention Bureaus.

The following conventions and events are scheduled for December:

December

- 1 SMU vs. TCU football game
- 1-2 Texas Ophthalmological and Otolaryngological Society
- 2-4 Southern Sash & Door Jobbers Association
- 2-5 Southern Assn. of Colleges & Secondary Schools
- 5-7 SW Legal Foundation, Inst. on Personal Injury Litigation
- 6-7 Natl. Welding Supply Assn., SW Zone
- 6-9 SW Athletic Goods Market
- 7-8 SW Athletic Conference
- 7-8 Gulf Coast Athletic Conference
- 7-8 Texas Intercollegiate Athletic Conference
- 7-8 Pioneer Junior College Conference
- 7-8 Lone Star Athletic Conference
- 7 Texas Rheumatism Assn.
- 8 Southern Assn. of Independent Schools
- 8-9 Texas Academy of Internal Medicine
- 8-12 Dr Pepper Co., Natl. Meeting
- 13-15 Natl. Assn. of Women's & Children's Apparel Salesmen
- 16-17 Texas Assn. of General Contractors

in Dallas, it's...

Arthur's
superb food

DALLAS • NOVEMBER, 1956

A YEAR OF PROGRESS IN THE TRINITY INDUSTRIAL DISTRICT

During 1956 many new buildings, both large and small, have been built in the Trinity Industrial District — "under the skyline of Dallas." Here are some of them.

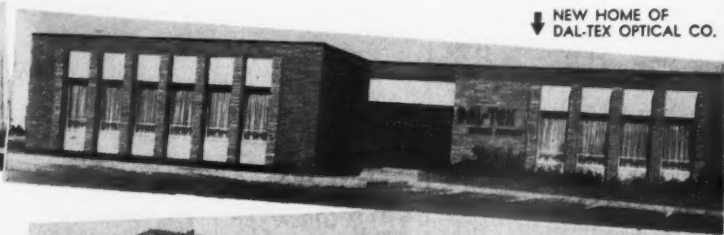
During the year, too, a new area has been opened for improvement with all the advantages of the old — the same heavy paving, careful planning, protective restrictions.

Your inquiries are cordially invited. See your real estate agent or the Industrial Properties Corporation.



UNIT OF THE DECORATIVE CENTER

↓ A BUILDING FOR GOODYEAR



↓ NEW HOME OF DAL-TEX OPTICAL CO.



INDUSTRIAL OFFICE SUPPLY



↑ ANOTHER BUILDING FOR COLLINS RADIO, and ANSCO



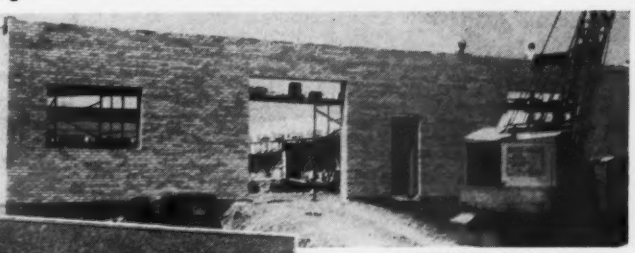
↑ TITCHE-GOETTINGER'S COMMERCIAL SALES DIVISION



↑ CROWN CORK and SEAL CO., INC.



↑ RAWLINGS' NEW HEADQUARTERS

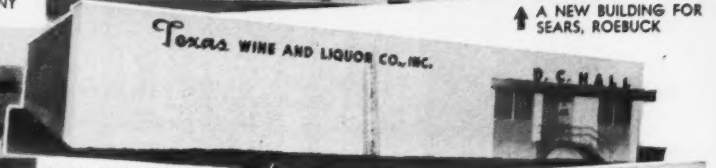


↑ RECAPPING PLANT BEING COMPLETED FOR GOODRICH



↑ HOME OF RECORDAK CORPORATION

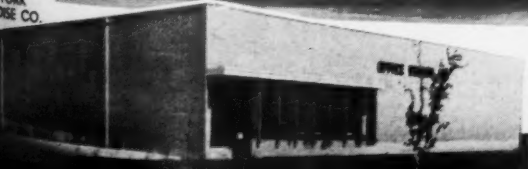
↑ THE R-WAY COMPANY



↑ A NEW BUILDING FOR SEARS, ROEBUCK



↑ TEXAS WINE and LIQUOR CO., and D. C. HALL

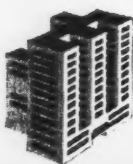


↑ THERMOID'S NEW PLANT



INDUSTRIAL PROPERTIES CORPORATION

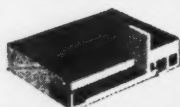
TURN TO TEXAS for Air Conditioning...



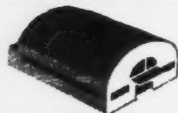
... IN OFFICES



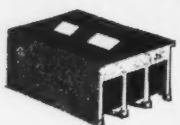
... IN CHURCHES



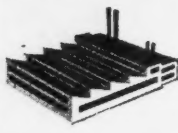
... IN STORES



... IN AUDITORIUMS



... IN BANKS



... IN FACTORIES

Texas Refrigeration & Engineering Co.

FRICK Distributors . . . Call Us!
158 EXPRESS STREET RI 2-9358 DALLAS

Dallas MANUFACTURING



BARTLE

Kansas City Mayor Bartle Plans Banquet Talk. H. Roe Bartle, mayor of Kansas City, Mo., was guest speaker at the annual membership banquet of the Dallas Manufacturers and Wholesalers Association, Inc., in the grand ballroom of the Adolphus Hotel.

Mayor Bartle, civic leader, philanthropist and humanitarian is a native of Virginia. He was educated at the University of Chattanooga and Hamilton College and holds honorary degrees from numerous institutions. Aside from his civic and political work Bartle has been a practicing lawyer, banker, cattleman and farmer. A prominent figure in Boy Scouts activities for many years, he is founder and administrator of the American Humanities Foundation, a philanthropic foundation.

The ten newly-elected directors of the Dallas Manufacturers and Wholesalers Association, Inc., an affiliate of the Dallas Chamber of Commerce, are:

Donald C. Bennett, Mgr. Mkt Div., Magnolia Petroleum Co.; Max Clampitt, President, Clampitt Paper Company; Ashley De Witt, Pres., Gen. Mgr., Briggs-Weaver Machinery Co.; C. T. Ellis, Vice President, The Schoellkopf Company; Carl M. Finley, Branch Mgr., Moncrief-Lenoir Mfg. Company; Gifford J. Johnson, Vice Pres., Mgr. Prod., Chance Vought Aircraft; Arch Lyles, President, Lyles-Van-DeGrazier; J. Frank Martino, Gen. Mgr., Butler Brothers; J. Durrell Padgett, Jr., Secy. Treas., Padgett Brothers; George H. Traylor, Exec. Vice Pres., Haughton Brothers.



"Mr. D' will be so disappointed he missed meeting your committee."

philanthro-
pive of Vir-
University
on College
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s civic and
practicing
and farmer.
outs activi-
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Humanics
oundation.
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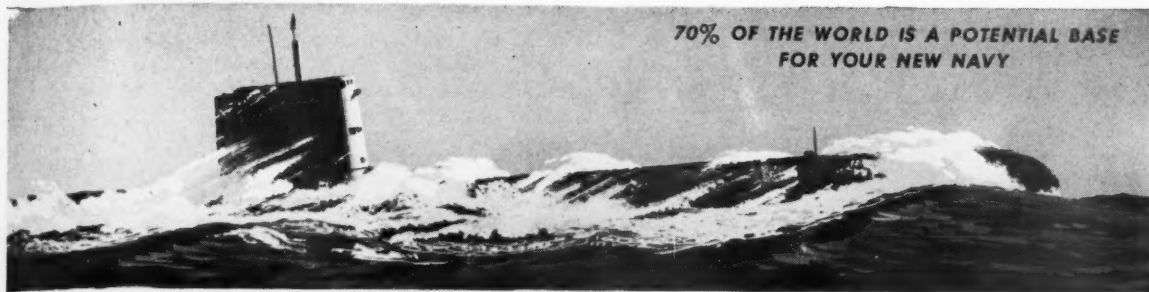
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Vice Presi-
ny; Carl M.
rief-Lenoir
anson, Vice
ought Air-
Lyles-Van-
Gen. Mgr.,
adgitt, Jr.,
George H.
Haughton

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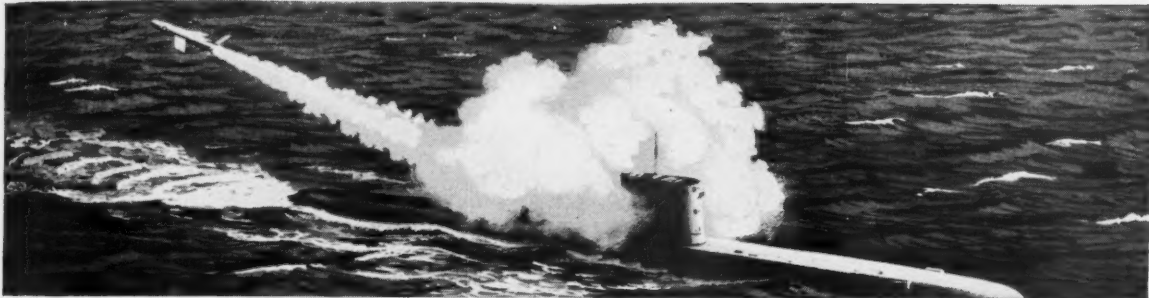


EMBER, 1956

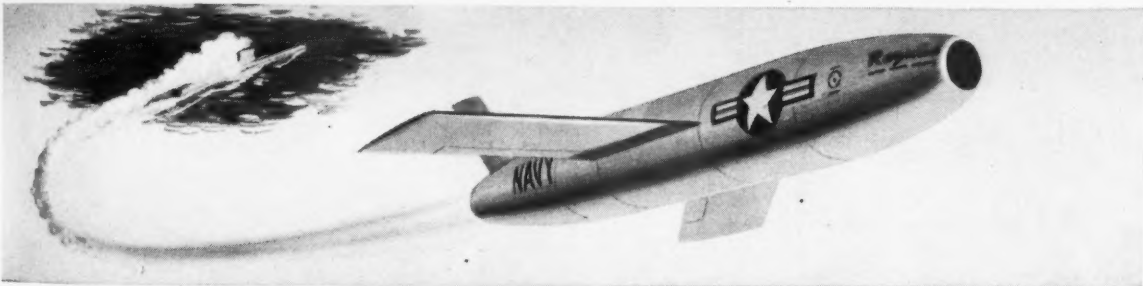
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1 Submarine surfaces near enemy coast...



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3 ...Regulus streaks toward target...



4 ...submarine dives, no trace remains.

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Regulus guided missiles now make aircraft carriers out of Navy submarines. This new weapons team is typical of Navy's Nuclear Age tactical power. Carried invisibly to enemy shores, launched against a target far inland, *Regulus* gives your New Navy an *intercontinental capability today!* Designed and built by Chance Vought Aircraft, *Regulus* is a prime example of the dependability and accuracy that makes new Navy weapons and techniques increasingly important to a strong U. S. Defense Team.

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DALLAS • NOVEMBER, 1956

Dallas Clubs and Associations



McGOWAN

McGowan Heads Ad Men. Frank P. McGowan, Executive Director of the Wall Street Journal, Southwest Edition, is Governor of the Tenth District, Advertising Federation of America.

Wheel Group Names Head. Sam I. Vaughan, 7038 Meadow Lake, president of Southwest Wheel, Inc., has been elected president of the National Wheel and Rim Association for the third time.

His re-election came at the organization's thirty-third annual convention, held this year in Washington, D. C.

Southwest Wheel, Inc., headquartered at 944 South Lamar, has branches in Houston, San Antonio, Oklahoma City and Lubbock.

★

Tool Engineers Name Buck to Board. Irving H. Buck, president of Tool Supply and Engineering Company, was elected a member of the board of directors of the 35,000-member American Society of Tool Engineers at the society's semi-annual meeting at White Sulphur Springs, West Virginia.

★

Dallas Insurance Executive Named Chairman. James P. Swift, vice-president and general counsel of Southwestern Life Insurance Company, has been elected chairman of the Legal Section of the American Life Convention.



KEMP

Kemp Heads AIA. Harris A. Kemp has been elected president of the Dallas Chapter, American Institute of Architects for the year 1957. Other officers are George Harrell, vice-president; David Braden, secretary, and Max Sandfield, treasurer.

With the firm of Harper and Kemp, he has designed the new Dallas Country Club, the Engineer's Club in Dallas and the Laredo National Bank building.

Consult a Professional



Adams, Harold G.
Alexander, Geo. A., Agcy.
Anderson, A. J., &
Associates
Andrews-McDowell Co.
Ayres, Frank, Jr.
Banks-Burney Co.
Barr, John A., Co.
Barrett, Arthur E. W.
Basham Insurance Agency
Bateman Insurance Agency
Beachum, John H., & Son
Beavers, Joe, Insurance
Bettes Ins. Agcy. of Dallas
Bibby, Haughton & Bibby
Binford Insurance Agency
Blanton, Thomas & Co.
Bolanz & Bolanz
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
Brilling, Abe I.
Burke, John L. & Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
City Insurance Agency
Cochran & Houseman
Coker, M. L., Ins. Agcy.
Coleman, Shelley
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stailey
Crocker, R. H., & Co.
Crossman, G. W., Agency
Crow, Cecil

Crum, Lee, Ins. Agency
Cullum, J. D., & Co.
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowess, Ross, Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Hadsell, J. C. & Company
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency
Holland, W. M. (Bill)
Agency

Holt, J. Frank, & Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsey, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins.
Agency
McElyea, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxson-Mahoney-Turner
Mendenhall, J. S., Ins.
Agency
Merritt Insurance Agency,
The
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.

Moore, Harry R., Agency
Morrison, Lake Agency.
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill),
Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Jacques & Co.
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Reid, James Y. (Jim) Agcy.
Reilly, Wm., Agency
Reinhardt, I., & Son
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose & Rose
Rozelle, John H., Co.
Rucker, T. M., & Co.
Sammons, Ed E.
Saxon, Robert E.
Scheid, Max, Agency
Scott, Beverly Ins. Agcy.
Seay & Hall
Shaffer-Dickinson Agcy.
Shaw & Hornberger

Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agency
Slay & Co.
Smith, A. M., (Al), Ins.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Suzman, Wm., Agency
Doc Swallow & Associates
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins.
Agency
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threngill-Perkins
Waldman Bros. Ins. Agcy.
Wallace, Jim., Agency
Wallace & Fogarty Agcy.
Walsh, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins.
Agency
Whitman, Joe, Ins. Agency
Wilhite Agency
Williams, W. Nicholas
Wilson-Welch Co.
Wimberly, Worth, Agency
Wright Ins. Agency
Wynnewood Ins. Agency

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Riverside 1-9322

Try it out — give us a ring anytime. We'll be glad to hear from you.

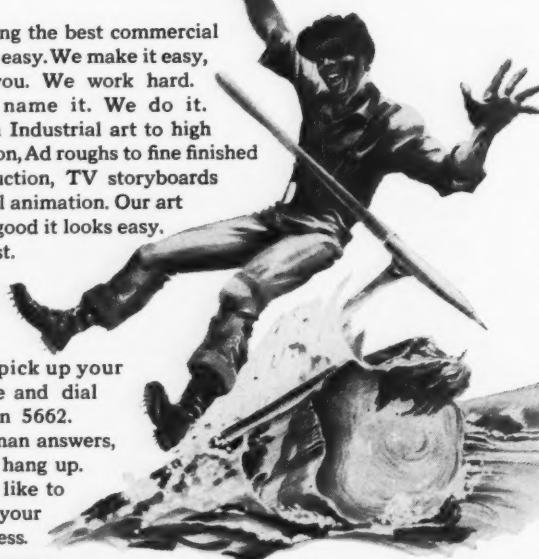


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Just pick up your phone and dial L.O.gan 5662. If a man answers, don't hang up. We'd like to have your business.

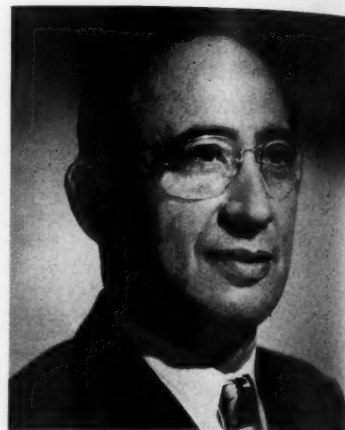


Young & Kennedy

advertising art and production

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Clubs and Associations



GOLMAN

Bakers Association Elects Dallas Man. Jake Golman, president of Oak Cliff Baking Company and secretary of Golman Baking Company, has been elected vice-president of the American Bakers Association, which represents the baking industry of the United States.

Mr. Golman has been in the wholesale baking industry since 1910, and this is the third time that he has been named to serve in this most important office of his industry.

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National City Building
DALLAS 1, TEXAS



No Cost
to the
Employer



DALLAS • NOVEMBER, 1954

Clubs and Associations



HUTCHINSON

Dallas Industrialist Appointed to Special Committee. J. B. Hutchinson, president of the M-H Equipment Company of Dallas, has been appointed to a special Engineering Manual Committee of the National Caster & Floor Truck Manufacturers Association.

The end result of this committee's work will be a "Theory of Practice & Use" manual.



BOYD

Dallas Man Heads Retail Credit Executives. F. M. Boyd, secretary-treasurer of Anderson Furniture Company, has assumed the presidency of the Retail Credit Executives of Texas.

Mr. Boyd has lived in Dallas for 35 years and has been with the same firm, that time, becoming secretary-treasurer in 1948. He is a past president and an active member of the Dallas Retail Credit Managers' Association.

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DALLAS



J. O. WOMACK
President



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ACME BUILDING MAINTENANCE CO.				
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FORT WORTH, TEXAS

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Dallas CIVIC EVENTS



HOBLITZELLE

Civic Leader Awarded Life Directorship. Karl Hoblitzelle, Dallas civic and business leader, has been awarded an honorary life directorship in the Dallas Society for Crippled Children.

The award was for "outstanding leadership, unfailing devotion and long service" to the society which maintains the Dallas Cerebral Palsy Treatment Center. Mr. Hoblitzelle has been one of the directors since the society was chartered in 1939.

★

Home for Aged Elects Head. Edwin S. Tobolowsky is the newly elected president of Golden Acres, Dallas Home for the Jewish Aged.

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PADGETT PRINTING AND LITHOGRAPHING COMPANY

5912 HARRY HINES BOULEVARD • DALLAS, TEXAS

DALLAS • NOVEMBER, 1950

Civic Events

Community Chest Tops Goal By Wide Margin

THE Dallas County Community Chest chalked up another highly successful campaign a few weeks ago — money-wise, the most successful campaign ever staged by any Dallas organization.

When the last contribution in the 1956 drive had been totalled, the amount donated by open-hearted Dallas area folk amounted to a whopping \$2,552,849. That was \$123,243 more than the goal—\$2,429,606.

It also represented a \$157,900 increase over last year's chest contributions, and marked the 16th straight year that the chest drive had gone over the top.

Announcement of the record sum was made before some 600 volunteer workers at a victory dinner in the Hotel Adolphus Grand Ballroom.

To dramatize the results, Campaign Chairman R. L. Thornton Jr., vice-president of the Mercantile National Bank, and Chest President Max Clampitt, president of the Clampitt Paper Company, dressed as old-time bankers at "Our Town Bank."

Each of the seven divisions—Big Gifts, Special Gifts, Women, Industrial, Commercial, County Towns and Branch Houses — exceeded its goal.

Contributions garnered in the 6-week campaign will be used in the year's operation of the chest's 37 social agencies.

DALLAS' WESTERN WELCOME RODEOS

*The Perfect Rural Spot for
Employer and Company Parties*

WINTER
AND
SUMMER

TO CONVENTION GUESTS
AND VISITORS

Special Rodeo Performance

Less than an hour's driving time from the heart of downtown Dallas. Over 18,000 Happy Guests Western Atmosphere, Good Food, Custom Barbecues from our own kitchen. New 2,000-foot banquet hall... Evening Dinner and Dancing, Spacious Grounds, Riding and Sports, Moonlight Hayrides.

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DUDE RANCH

AUSTIN BRAND
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THE "STEPHEN F" DUDE RANCH
GRAPEVINE, TEXAS

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DALLAS • NOVEMBER, 1956

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AND
REFRIGERATION
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Dallas

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SPECIAL ATTENTION GIVEN TO INDUSTRIAL
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Attention!

MANUFACTURER'S AGENTS and DISTRIBUTORS...

Our new warehouse conveniently located at Young and Austin Streets is ideal for Manufacturer's Agents and Distributors. Ground floor locations for office and display, with public warehousing located in same building. Completely new and modern building, air-conditioned offices containing up to 5,000 sq. ft. available. Plenty of convenient parking space. Reasonable rentals.

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G. K. Weatherred
President

C. E. Bradley
Vice-President

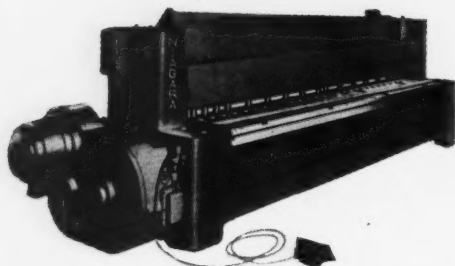
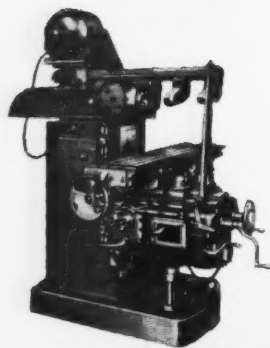
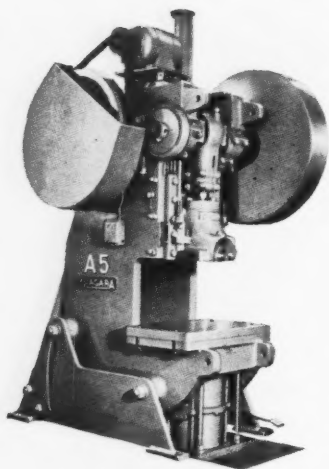
R. M. Waskom
Secy.-Treas.

Dallas Transfer
AND TERMINAL
WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.

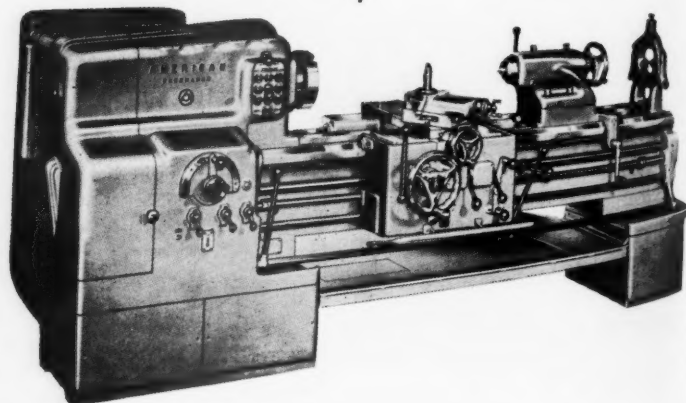


metal working machines



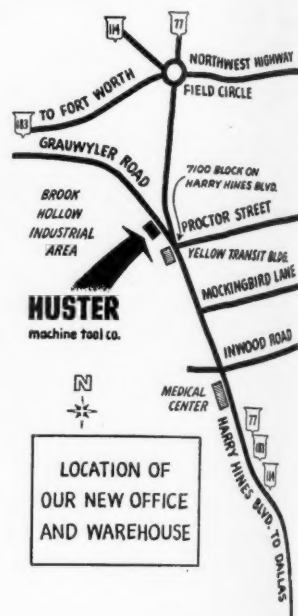
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nation's leading machine tool
manufacturers, our long
experience and wide contacts
enable us to offer unequalled
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Our spacious modern showrooms,
warehouse and offices provide
unexcelled facilities for the
effective display of our complete
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and tools for sheet metal work.

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DALLAS, TEXAS

Telephone Fleetwood 7-3808

DALLAS • NOVEMBER, 1954

How Dallas Grew

(Continued from Page 9)

company includes an overall area of 74,000 square feet with 20,000 square feet under one roof. This firm stocks engine and turret lathes, milling machines, shapers, drill presses, punch presses and other production and precision machine tools.

The Briggs-Weaver Machinery Company, now in its sixtieth year, carries lines of some 650 manufacturers and their current inventory includes about 27,000 individual items. This firm stocks bolts and nuts, pipe fittings, pumps, hoists, transmission equipment, power tools and industrial supplies that are required in virtually every industry operating in the Southwest.

Today, Dallas has almost a hundred machine shops listed in its telephone directory. These range all the way from small plants to large installations with machinery investments running into six figures. Manufacturers operating in the Dallas Southwest are today able to produce almost any type of metal work without making plant investments, by using contract facilities in Dallas. They are also able to secure almost any type of equipment of service or machinery they require

from Dallas sources. The scope of this business has also reached far beyond the bounds of the Dallas trade area.

Expansion of major warehousing facilities for steel, aluminum and other metal products has also marked the Post-War development of Dallas industrial service and supply. Such firms as Vinson Steel & Aluminum Company, Jorgensen Steel, McCormick Steel, Markle Steel, Moncrief-Lenoir and others are part of the modern Dallas supply picture. These organizations and others serving the metal industry are much more than warehouses. They are equipped with precision equipment for cutting and processing a wide variety of metals.

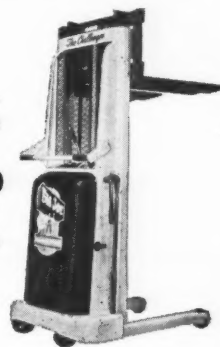
Today, Dallas industrial service and supply is equipped to serve almost every line of industry. Its great automotive and transport industry supply warehouses and parts depots, its construction machinery firms, its electrical supply houses, its technical service organizations are all a part of the growing industrial supply and service industry of Dallas. As Dallas industry grows and as more national organizations are moving production facilities into the Southwest, Dallas is growing and building for the future.

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hydraulic
lift

\$397⁵⁰

(f.o.b. factory)



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Materials Handling Equipment

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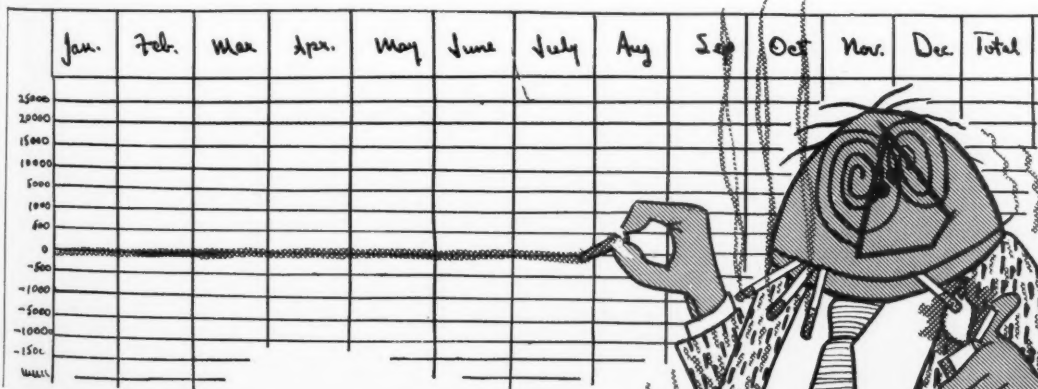
FL 7-7315

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JA 2-4647

HOUSTON 4, TEXAS



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Maybe you need a change of pace in your advertising art work. The new art styles are winning all the survey prizes you know: Attention, readership, and to judge from national successes of the past couple of years, sales too. Why don't you try the new layout, design and cartoon styles — and the house that knows them best, Crabtree Studios, Dallas. Phone RI 7-4408.

Be sure and try us next time you need a television storyboard. Heck — try us anytime!

DALLAS • NOVEMBER, 1956



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**TEXAS EMPIRE LIFE
AND ACCIDENT INSURANCE COMPANY**

Hilton Painter, President

Dallas

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THE THINKING MACHINE OF AMERICAN BUSINESS

AUTOMATIC CALCULATORS and NATURAL WAY ADDING MACHINES
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DALLAS, TEXAS

TA 4-1656

Sales and Service: Fort Worth — Waco — Sherman



Service, Ability, Experience

Thomas C. Fischer recently joined Kenneth Murchison & Company as an account executive. He is a graduate of Harvard and holds C.P.C.U. professional insurance designation. Tom was an account executive with Marsh & McLennan, Inc., Chicago, for 5 years and president of Pike Insurance Agency, Colorado Springs, for 3 years writing all lines of insurance, including life.

Thomas C. Fischer

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The most complete facilities, whatever your insurance requirements.

KENNETH MURCHISON & CO.

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Dallas

MEDICINE

Dallas Doctors Research New Surgical Discovery

Surgeons and heart specialists at two Dallas medical centers are experimenting with a bold new instrument which soon will let them perform intricate operations inside the living human heart.

The instrument, called a pump-oxygenator, takes the place of a patient's heart and lungs during surgery.

In other words, blood is shunted away from the patient's heart and lungs and pumped through the machine so doctors can operate in a bloodless field.

This is by far the most advanced and safest device yet developed for operations inside the heart, doctors here agree. It opens up a field of surgery undreamed of a decade ago.

A surgeon at the University of Texas Southwestern Medical School, where one variation of the pump-oxygenator now is being tried out on animals, said he thought it might be ready for human use "in the next few months."

Experiments with a pump-oxygenator also are under way at Baylor Hospital.

The first candidates for surgery with the instrument here probably will be children suffering from an interventricular septal defect — or a hole between the heart's two large pumping chambers. At least 150 children in Dallas have this once-incurable defect, according to the director of the pump-oxygenator project at Southwestern Medical School.

Eventually, operations using the pump-oxygenator can be performed on patients with other types of heart ailments. It will some day allow surgeons to repair damage from a common heart attack or to replace defective valves and arteries in the heart area.

Another future plan is to let the instrument take over blood-pumping chores for a week or longer in a patient who has suffered a serious heart attack. This will allow his heart to rest quietly and recover in a way it never could if it had to pump blood under the strain of heart damage.

**Have You Used Your
SessionS Wholesale
Gift Catalog, Yet?**

The SessionS Company
1800 Good-Latimer Expy.

Medicine



DALLAS DOCTORS use grants from the Dallas Heart Association to speed up experiments with the pump-oxygenator, revolutionary surgical aid.

"The surgical possibilities with this instrument are very exciting," the project's director at the medical school said. "We feel it will place Dallas on a par with the great medical centers of the country in heart surgery." Grants from the Dallas Heart Association are making current experiments with the pump-oxygenator possible. Heart Sunday, commercial and big gift chairmen for the 1957 Heart Fund drive in February have been announced by Joe F. Maberry, Dallas Heart Association campaign chairman. They are Norman C. Vanderwoude, commercial gifts; J. Robert Phillips, Jr., Heart Sunday chairman, and Tom Amis, big gift chairman.

As commercial chairman, Vander-

woude will direct collection of funds in all stores and offices in commercial and industrial areas.

Private donors who wish to contribute large amounts and business and industrial firms that make extra large donations will be directed by Amis.

In the Heart Sunday division, directed by Phillips, more than 12,000 volunteers on Feb. 24 will go from door-to-door in a 5-hour drive seeking donations.

★

Hospital Emphasizes Charity Work. The Baylor University Hospital had 1,700 needy persons among its 29,195 patients, and spent more than \$385,000 for charity medical care during the past year.

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Dallas

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Medicine



BONTE

Southwestern Appoints Radiology Chairman. Dr. Frederick J. Bonte has been appointed chairman of the Department of Radiology at Southwestern Medical School.

Dr. Bonte, who is also director of radiology at Parkland Memorial Hospital, formerly was associated with the Western Reserve University atomic energy project where he directed radiation therapy and nuclear medicine. Southwestern Medical Foundation was instrumental in bringing him to Dallas.

★

Mental Health Unit Planned. Dallas has been picked as the location of a chapter of a West Texas-organized association whose single aim is helping nearly 20,000 patients who are crowded into the state's nine mental hospitals.

Leaders of the State Mental Hospital Development Association, headquartered in Odessa, have been in Dallas making initial contacts with persons interested in setting up a chapter here.

Organized only two years ago, the association now has chapters in 15 cities throughout Texas and a membership of more than 2,500.

Dallas Junior Chamber of Commerce members are participating in a statewide Jaycee program to sell the association's Christmas cards this year, the money realized to be used 100 per cent for the mental hospital program.

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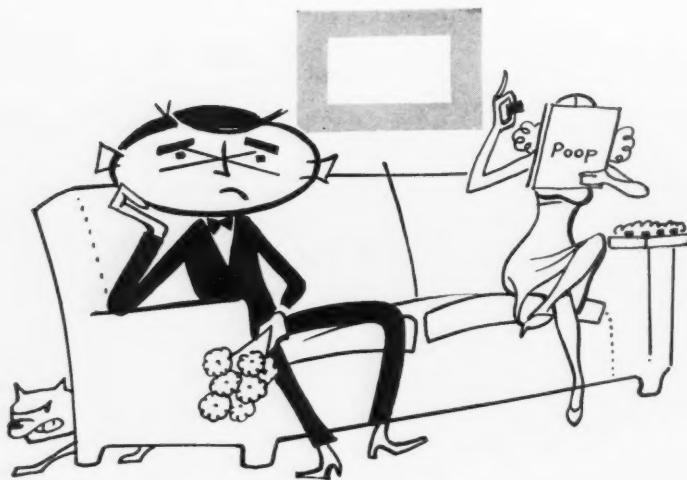
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MARKETS

Fashion Market Gleans Heavy Wholesale Orders

Retail merchants of the Southwest who attended the American Fashion Association's early spring and resort market week in October agree with the poet, Shelly, that "If winter comes, can spring be far behind?" Approximately 5000 store owners and buyers were in Dallas to purchase silk and linen suits and dresses for the 1957 Easter parade, bathing suits and other apparel for My Lady's spring and summer wardrobe for next year.

President Sherman L. Goodfriend of AFA, who is a salesman for ladies' handbags and accessories, reported that attendance at the market was equal to that of previous October markets and that orders placed were better than those of the August market.

The seasonal fashion show, this one entitled "Spring's Fashion Bouquet," was presented before a stage set banked with twenty massive arrangements of real flowers to complement the latest fashions on display. Mrs. Evelyn Lambert, fashion director of AFA, in commentating the show advised the merchants to adapt the setting to their individual stores using iris which will be plentiful and inexpensive when spring merchandise is placed in stock. To heighten the impact of the new fashions against the floral background. Mrs. Lambert gave the colors iris names—"Ditch iris blue," "white flag," "stem green," "bronze iris browns," etc.

The Midsummer market week will open on January 27 and continue through February 1, 1957.

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AVIATION

Helix Opens Only Downtown Heliport

Dallas now boasts its first C.A.A. approved downtown heliport providing air transportation directly to the downtown area, bolstering Dallas still further as the air transportation center of the South. The regulation heliport operated by Helix Air Transports is located on the corner of Austin and Young streets on top of the National Industries Warehouse. Easily reached by car or taxi via the parking ramp, helicopter passengers are only a few seconds away from downtown hotels and business appointments.

The only helicopter air taxi service in the Southwest, Helix Air Transports, operates between a number of points carrying passengers as well as freight. Waldo Stewart, president of the firm, pointed out that service is available from downtown Dallas to Love Field, Fort Worth Airport, downtown Fort Worth, Meacham Field,

Fort Worth; Arlington and Bell Aircraft. Hinton's Motor Courts has recently installed a heliport. Western Hills in Fort Worth has had one for some time. In addition Helix operates heliports at The Stewart Company, 11000 N. Central Expressway and 3020 South Haskell, the company's headquarters.

With an eye to the future of helicopters in commercial aviation the company was formed in 1954 with Colonel Harry Stewart as President, and Gordon Hall as General Manager. Max Stone, veteran Navy helicopter pilot, serves as chief pilot for the company now operating two helicopters.

Passenger and freight traffic via helicopters is growing with giant steps as evidenced by commercial helicopter activity in the Eastern part of the country. Helicopter flights into downtown areas are already being made in New York, Chicago and Los Angeles where mail and passengers are carried on a regular basis. New York aviation executives estimate that by the end of the year helicopters will be carrying well over a million passengers per year into the center of Manhattan not only from surrounding airports but from neighboring communities.



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EMBER, 1956



NEW OFFICES for Slick Airways are now open at 3415 Cedar Springs in the building, left, formerly owned by Republic Insurance Company. Operating out of Love Field are such Slick Craft as shown above right loading air freight, airmail and air express items. Slick's move to Dallas was made on the basis of information supplied by the Industrial Department of the Chamber of Commerce which provided data on cost of living, housing, utilities, office space, insurance, taxes, availability of trained personnel and cultural recreational attractions here.

Mr. Stewart reported that a large number of Dallas business executives have already found the helicopter a time saver for passengers by avoiding heavy traffic. Real estate developers have used the service frequently to survey areas under development, while it has also been used for photographic work. Each Christmas thousands of children see Santa Claus arrive from the North Pole by helicopter.

Slick Airways, Inc. Relocates In Dallas

Slick Airways, Inc., nationally certified and scheduled common carrier of air-freight, airmail and air express, has decided to relocate its general executive of-

fices from Burbank, California, to Dallas.

"Our decision to relocate our executive offices to Dallas was arrived at after careful review and consideration of the effect of such a move on the future success of Slick Airways and on the personnel involved," Robert S. Smith, company president, stated.

"The selection of Dallas as our headquarters site was determined after three months of a thorough and intensive study of other mid-western cities. Chief among the factors favoring relocation of our headquarters from California were improved communications with our stations and better system-wide supervision. Location in the Central Time Zone brings all points of the far flung Slick Airways sys-

tem much closer together time-wise, both in terms of telephone-teletype communications and in executive travel."

"Also, the middle western area brings us much closer to Washington, D. C., where we have much activity stemming from our government work."

Slick Airways has located its new Dallas executive office in what formerly was the Republic Insurance Company building at 3415 Cedar Springs. The building, approximately midway between Love Field and downtown Dallas, has been purchased by Slick. It has two floors with 24,971 square feet of area and parking facilities for 58 cars. Eventually the airline will have an executive office force here of about two hundred.



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EDUCATION

University Given Church Library.

Southern Methodist University now possesses one of the most valuable libraries in existence about the Methodist Church and its founder, John Wesley.

Valued conservatively at \$150,000 and containing 3,000 items, the collection is called the Methodist Historical Library and was given to the university by retired Methodist Bishop Frederick D. Leete. Bishop Leete has spent a lifetime collecting the books and manuscripts about Methodism which now will be housed permanently in the Bridwell Library Building in the Perkins School of Theology.

Interesting from the layman's point of view are some of the volumes which are unique reminders of days past. One of the rarest books is a large volume containing a collection of pictures of historic tablets in John Wesley's Chapel, Broadmead Bristol.



CURATOR of the Methodist Historical Library, Inc., is Mrs. John Warnick who is now cataloging the Leete collection, nucleus of a Methodist study center.

New University Dedicated. The University of Dallas has been formally dedicated with an open house and public inspection of its six modern, air-conditioned buildings erected on the 1,000 acre site.

Bishop Thomas K. Gorman, university chancellor and James Francis Cardinal McIntyre, Los Angeles, presided at the dedication services.

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Education



EDWARD CAMP, Circulating Librarian of SMU's Bridwell Library, looks over the Ferguson collection.

University Given Texas Documents.

A valuable, 5,923-volume collection of books, letters and documents concerning Texas, the Southwest and the West has been donated to Bridwell Library at Southern Methodist University by Mr. and Mrs. Dan Ferguson.

There are many autographed volumes among the books, and included is a complete collection of presidential autographs — from Washington to Eisenhower.

Mr. Ferguson, a Dallas attorney, is the author of several studies on the development of education in church-related schools in Texas.

Print School, State College Merger Seen. An agreement to incorporate the Southwest School of Printing in Dallas with the graphic arts department of Sam Houston State College has been approved by the Texas State Colleges' Board of Regents.

The Southwest School of Printing is currently supported by newspapers and printing companies in the Southwest.

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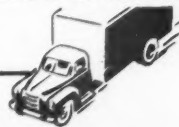


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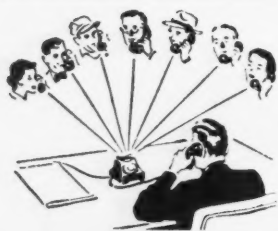
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Education

Baptists to Establish College. The Dallas Baptist Association has voted unanimously to establish a Baptist college, probably a co-educational liberal arts junior college, in the Dallas vicinity by 1960.

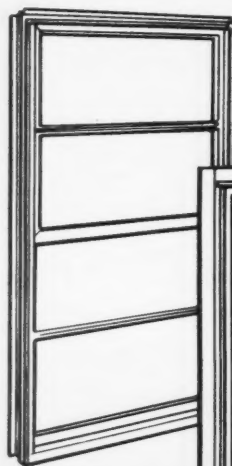
More than 400 Dallas Baptist leaders at the Association's annual meeting at the Grace Temple Baptist Church approved a resolution directing that the college committee begin work toward securing a minimum of 100 acres for the campus site and \$3,000,000 in funds, one-half for buildings and other capital needs and the remainder for endowment funds.

By 1960, the target date set for the college, it was estimated that 25,000 seniors will be finishing Dallas high schools with about 4,000 of them Baptists.

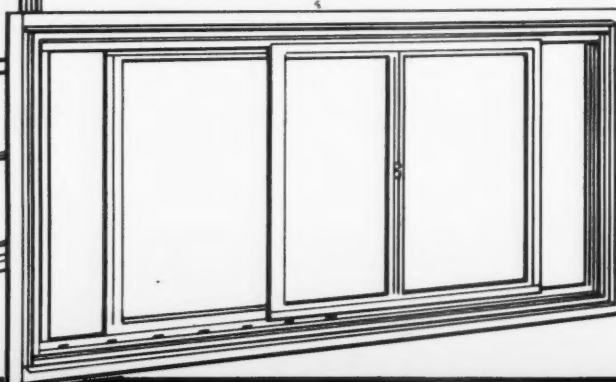
★

Lynn French Wins Scholarship. Lynn French, daughter of Mrs. Linda French of 8334 San Fernando Way, has been named as winner of a Students' Memorial Scholarship at the University of Texas—one of 30 awarded to freshmen by Texas Ex-Students' Association.

Lynn is a graduate of Woodrow Wilson High School and plans to be a physical therapist.



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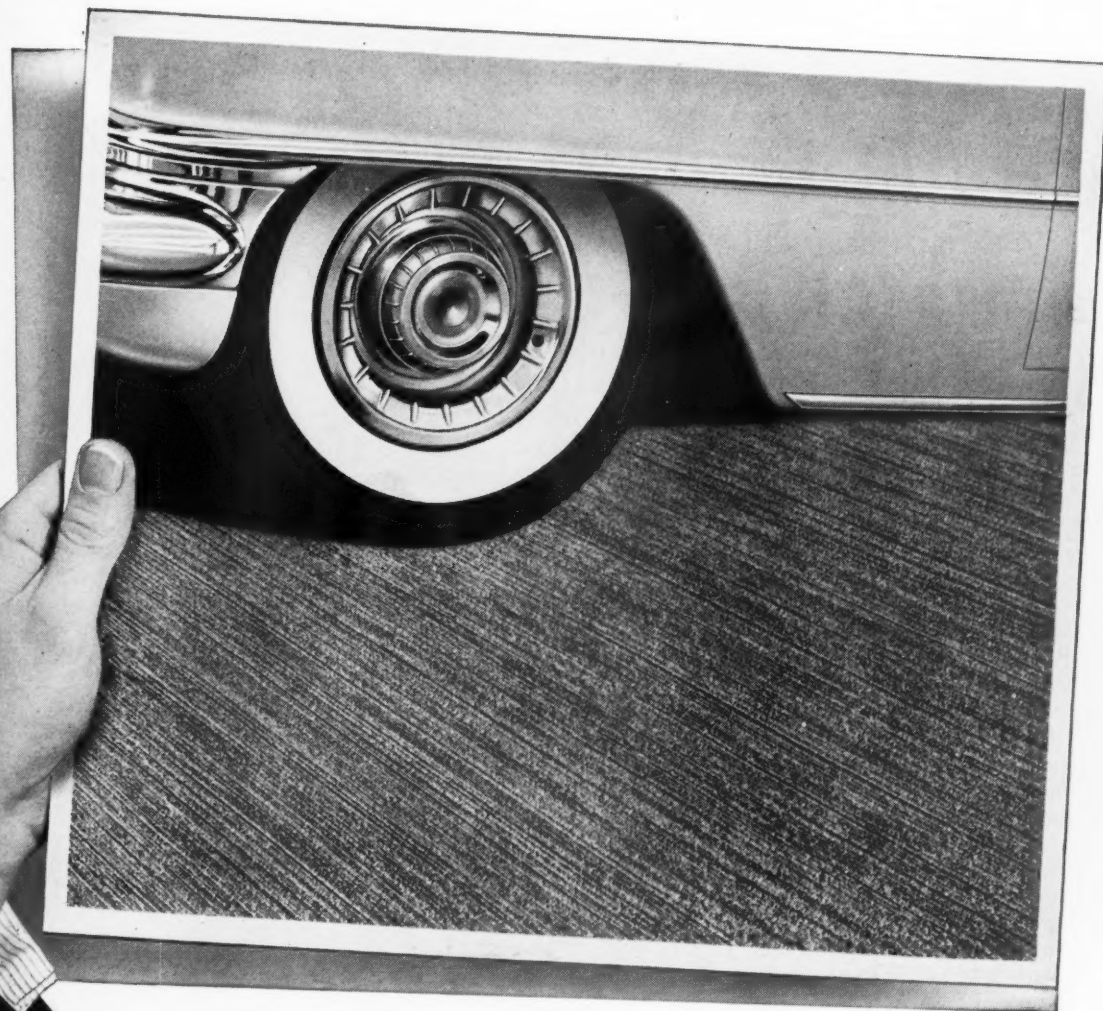
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EMBER, 1956



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HIGH LIGHT REFLECTANCE. Nighttime driving on concrete is safer and more relaxed, too, because visibility is far better. Concrete's light color and grainy texture diffuse and reflect

many times more light than other pavements do. Drivers can see farther and better during the hazardous hours between dusk and dawn.

Motorists and all other highway users look to engineers and public officials for safer roads. Drivers know that their driving safety often depends on good visibility and skid resistance.

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Virginia Gambrell

by Jim Stephenson

A GOING CITY like Dallas must pause from time to time and ask itself the question: "Where?"

Then it is that a look at the past is in order.

For a city must know where it has been if it is to know what marvels lie ahead, according to Virginia Gambrell, director of the Dallas Historical Society and mistress of Dallas' magnificent Hall of State in Fair Park.

Naturally, Virginia is well acquainted with Dallas' past. But she also keeps her eye to its present. Hers is the soul of a creative artist. But she has a shrewd business manager's head on her shoulders.

Genuinely enthusiastic, she'll talk for hours about the Hall of State, her work and that of her small but versatile staff. Yet with only a choice catch phrase or so and a half dozen relics cleverly arranged in a moderate-sized glass case, she can dish up a whole decade of history—showing just what makes Dallas tick, culturally and business-wise.

Yes, the 5 foot 1 inch, brown-eyed Mrs. Gambrell is a neat little bundle of contrasts, as perhaps one must be to deal with both the past and the present and at the same time look to the future.

Virginia subscribes to some helpful magazines, including *Display World*, beamed to department stores that have nice, expensive things to put in show windows. She finds many ideas adaptable to her displays of story-telling relics.

She reads *Institutions*, which helps her with the problem of maintaining the most beautiful historical society quarters in the land on a modest budget.

As more and more gifts are received for display and preservation (these now total more than 750,000 items), it's the job of the society staff to catalogue and file them.

Virginia says there's a lull every November and February. During these lulls,



VIRGINIA GAMBRELL

the whole staff turns to on various projects aimed at improving efficiency and procedure.

Two or three lulls ago, she found, after a complete personal study of all things electrical in the big Hall of State, that leaving lights on unnecessarily could make a \$50 difference in the bill.

Virginia operates every machine in the building, except a big new buffer.

"It dragged me almost all the way down to the Great Seal before I could turn loose," she laughed.

The Dallas Historical Society was founded in 1922 by the late Dallas News president, G. B. Dealey, but didn't really get going for some years. Virginia was named archivist in 1934.

"My main job was to receive contributions," she said. (The society now has a budget of something over \$60,000 a year, partly appropriated by the City of Dallas, partly met by donations from business and professional men.)

It has been housed in the Hall of State since 1938 and is now the custodian of rare museum materials, archives and a Texas history library worth, probably, in the millions.

But money values are secondary. More important, as a recent Dallas News editorial put it, is the society's continuing interest in, and appreciation of, the men and women of Dallas and of Texas who in all ages step forward to contribute to the progress and welfare of the home community.

Virginia, a native of Greenville and daughter of a veteran lawyer and judge, C. A. Leddy, confides that she learns something every time she makes an exhibit. Also that she flunked history in her freshman year at Southern Methodist under then Prof. Herbert Gambrell, the man she married in 1940. She has re-deemed herself as a student at the University of Texas, making Phi Beta Kappa. Dr. Gambrell now heads SMU's history department.

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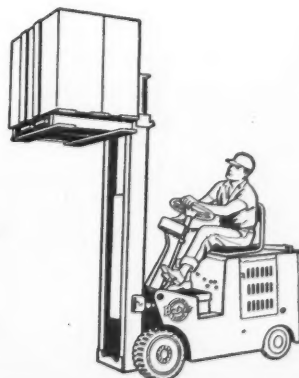


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NEW and EXPANDING BUSINESS

▶ The Baker-Raulang Company of Cleveland, Ohio, has established a new branch office and warehouse in Dallas in a just-completed building at 1703 Levee Street in the Trinity Industrial District. Baker-Raulang is a subsidiary of the Otis Elevator Company. The Dallas firm will distribute Baker industrial fork lift trucks and traveloaders throughout northeast Texas. The new building is of brick and has air-conditioned offices. It is served by truck docks and has off-the-street parking facilities. J. B. Elliott is the service manager. The lease was negotiated by Jack Moser of the Moser Company, realtors.

▶ Traweek-Healy & Associates, with headquarters at 5523 Dyer Street, Dallas, have been appointed district representatives for Texas and Oklahoma for Electro Silv-A-King Corporation, Chicago and Reading, Pennsylvania, designers and manufacturers of commercial and industrial fluorescent, incandescent and mercury industrial lighting fixtures.

▶ Laurence Evans Company, Realtors, have occupied new Preston Center offices at 219 Preston Royal Shopping Center. The firm has a sales staff of nine and specializes in Park Cities and Preston Hollow residential property.

▶ American Transfer & Storage Company has been purchased by officers and directors of the 44-year old Dallas firm from K. K. Meisenbach, former president and founder of the pioneer moving and storage organization. In addition to W. N. McKinney, newly elected president of the company, the purchasers include F. F. Presley, C. S. Rourke and P. L. Meisenbach, vice-presidents, and Jack Orr, Jr., secretary-treasurer. All were connected with the company in executive capacities prior to the change in ownership. Headquartered at 2320 Griffin Street, American Transfer is the exclusive Dallas agent for Aero Mayflower Transit Company, and specializes in local and long distance moving. Storage facilities are provided in modern, fireproof warehouses.

▶ The Stagg Renz Insurance Agency has opened a second office at 2820 North Central Expressway at Haskell. The agency will maintain its present office at 400 Southwestern Life Building. Stagg Renz, the owner, is a graduate of Southern Methodist University, and holds the chartered life underwriter designation. The opening of the new office coincides with the eleventh anniversary of his firm.

▶ Preston Center Travel Service has been established at 6138 Berkshire Lane, Suite 15, telephone FO 8-3102. The owner and president is A. J. Emory and Mrs. Stella Mae Teddlie is vice-president and general manager. The firm is fully licensed to handle every type of travel arrangement.



Zelrich Builds New Office-Warehouse

The architect's rendition of the Zelrich Company's new office and steel warehouse now under construction at 11430 Denton Drive, Dallas. Presently located at 6501 Harry Hines Boulevard, Zelrich officials report the move to new quarters will take place some time in January. Totalling approximately 17,000 square feet of office and warehouse space, the building was designed by Erwin and Williamson, architects. Bock Construction Company is the general contractor.

New and Expanding Business



Bicycle Distributor Doubles Facilities

Hans Johnsen Company, wholesale distributor of bicycles and juvenile wheel goods in Dallas and the Southwest for more than half a century, has doubled the size of its facilities with a move into a recently-completed 30,000-square-foot warehouse and office building at 8901 Chancellor Row in the Brook Hollow Industrial District. Inge Hayman Construction Company, Inc., was the general contractor, and J. W. Lindsley & Co., realtors, handled the sale of the property.

▶ Travis & Elgan, a partnership formed to practice public accounting, has opened offices at 1529 Fidelity Union Life Building, Dallas. Both members of the firm are certified public accountants. Mr. Travis is a graduate in business administration from Texas College of Arts and Industries, Kingsville. Mr. Elgan received his degree in business administration from Southern Methodist University. In addition to their work as public accountants, Mr. Travis and Mr. Elgan have served as Internal Revenue agents.

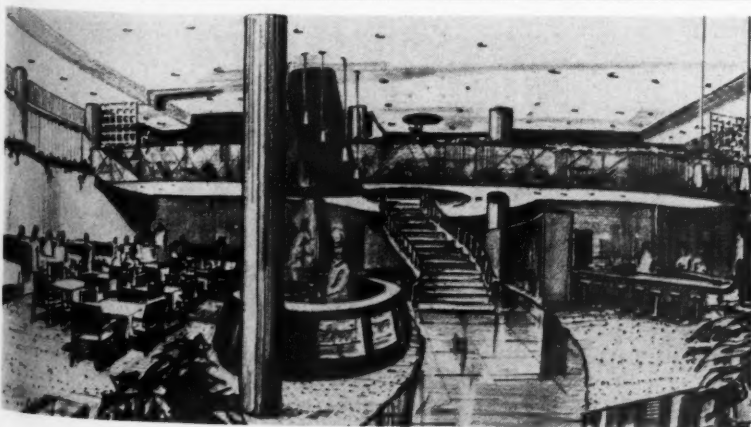
★

▶ Davis and Clark, Certified Public Accountants, have opened another Dallas office at 2212½ Lancaster Road at East Illinois.

▶ The Thermoid Company of Trenton, New Jersey, has moved into a just-completed building at 1333 Oak Lawn Avenue in the Trinity Industrial District. The 25,000-square-foot building will serve as Southwest regional headquarters for the company which manufactures brake lining, automotive and oil field products. McFadden and Miller Construction Company was the general contractor for the plant which is owned by Trammell Crow. Jack Moser of Moser Company handled the lease negotiations. Tom McLennan is Southwest district sales manager for Thermoid.

★

▶ Forrest and Cotton, consulting engineers, have moved their offices to 600 Vaughn Building, Dallas.



New Restaurant Opens

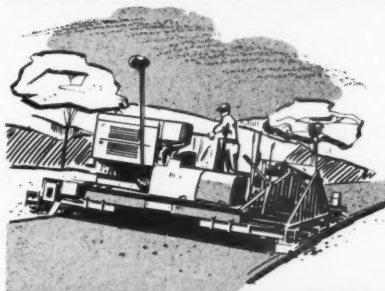
Vick Clesi has opened a luxurious million-dollar restaurant in the new Vaughn Building at 1700 Commerce Street. Seating 360 diners and occupying practically the entire first floor of the building, the new Vick's will include a main dining room at the ground level and a mezzanine with three dining rooms. Deluxe service 24 hours a day will be offered. Design and decoration of the restaurant were handled by the Wyatt C. Hedrick architectural firm.

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New and Expanding Business



Floor Covering Firm Moves

Alexander Smith, Inc., manufacturer of floor coverings, has moved into a 50,000-square-foot building at 909 Regal Row in the Brook Hollow Industrial District. It will serve the firm's customers in Texas, Oklahoma, Louisiana, Arkansas and parts of New Mexico, Colorado and Kansas. The building was designed by Architect Harold Berry and was constructed by McFadden & Miller Construction Company for Trammel Crow, who is leasing to Alexander Smith, Inc.

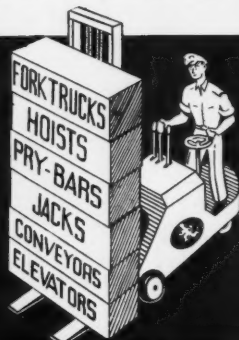
► W. B. Herd, who opened the Preston Center Optical Salon at 6138 Berkshire Lane in April, 1956, has just formed a partnership with L. A. List. The quarters of the firm have been remodeled and enlarged and now feature a frame bar to demonstrate the newest frame styles and ideas without obligation. Mr. Herd has 22 years' experience in Dallas and in 1949 was one of the first to bring complete optical dispensing service to the suburbs. Mr. List has 38 years' experience in retail and wholesale optical fields. He came to Dallas in 1941 from Oklahoma City and was one of the organizers of Professional Optical Supply, serving as secretary and treasurer.

► Ark Distributing Company, distributors of Royal Triton motor oil and other petroleum products of the Union Oil Company of California, has opened a new office and warehouse building at 146 Leslie Street in the Trinity Industrial District. From its new quarters the company will distribute Union Oil products to 12 counties in Northeast Texas and other products throughout the Southwest. The firm also represents Security Engineering Company, a division of Dresser Operations, Inc., of Dallas and Pacific Wire Rope Company of Los Angeles. Claude H. Williams, Jr., is the Dallas manager. The new building is owned by J. V. Campbell and was leased through Maurice Nelson, realtor, and the J. W. Lindsley Company.

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New and Expanding Business—

Great Southwest Corporation has announced some of the specialists who will assist in the planning of the Wynne-Rockefeller-Zeckendorf industrial development. The main architectural firm is Associated Architects & Planners, with A. B. Swank, Jr., head of the Dallas office. Engineering consultants are Powell & Powell of Dallas. The consultant on traffic problems is Lloyd M. Braff, general manager of the department of traffic in Los Angeles and former traffic engineer for the City of Dallas. Felix Candela, internationally known Spanish architect now working in Mexico City, is an engineering consultant. The firm of Drake, Startzman, Sheahan & Barclay of New York has been engaged to counsel on warehousing and distribution. Dr. Richard B. Johnson, head of the department of economics at Southern Methodist University, is the consulting economist, while Dr. A. Q. Sartain, head of the university's personnel administration department, is consultant on personnel and other management problems. Other specialists include Dr. Walter E. Boles, Jr., professor of economics and industrial relations at SMU, consultant on labor-management; E. H. Pierson of Dallas, adviser on rail freight rates, and W. D. Nichols & Company, adviser on railroad construction and maintenance matters.

Temco Aircraft Corporation broke ground for its new engineering center adjacent to its Garland, Texas plant by remote control from the cockpit of a TT-1 Navy primary jet trainer in flight. In a matter of seconds, the plane's pilot, Martin Collis, ignited a 1000 pound thrust rocket on the ground. As a result of the rocket's exhaust producing an enormous blast, a large hole was dug in the ground signifying that ground had been broken for construction of the building which will ultimately serve as work area for over 900 engineers.

Dallas Airmotive, Inc., has purchased a 20,000-square-foot warehouse at 8501 Sovereign Row in the Brook Hollow Industrial District. The structure, to be used for storage of parts the firm uses in the overhaul of aircraft engines, was built by Williams and Wagner Construction Company. Lease negotiations were handled by Sanders Campbell of Campbell & Campbell, Realtors. Dallas Airmotive is now overhauling aircraft engines at the rate of 500 per month. Now the company has added the Lycoming VO-435-A1B, currently used in the Bell 47-G and 47-J.

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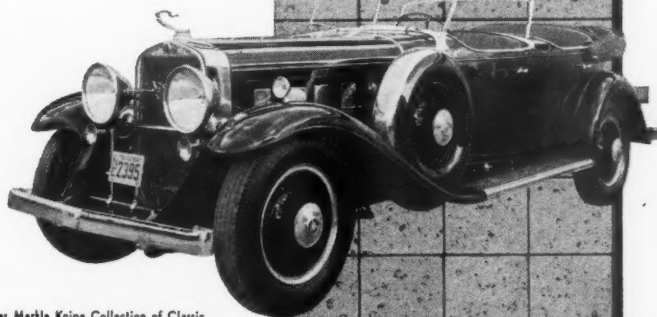
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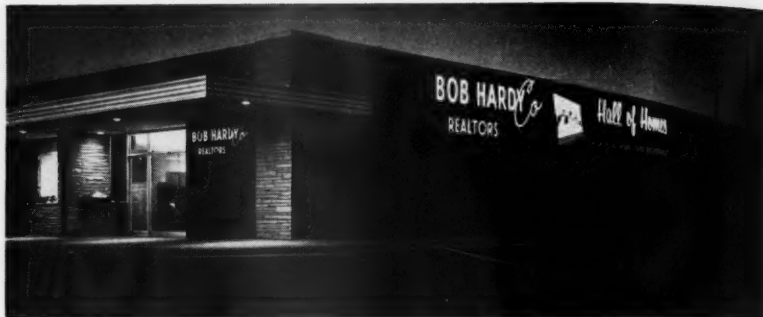
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New and Expanding Business



Realtor in New Location

Bob Hardy, Realtors, now is occupying new offices at 250 Preston Royal Shopping Center. The 4,000-square-foot building was designed and built by Bob Hardy. The cost of the interior and special equipment for picturama showing of full color slides of homes listed was \$28,000.

► Security Engineering Division at 3400 West Illinois have enlarged their Dallas plant to treble their facilities. One of the Dresser Industries, the division manufactures a complete line of three-cone rock bits and other drilling tools for the petroleum industry.

► A. R. A. Sales and Service Company has merged with A. R. A. Manufacturing Company of Fort Worth. The merger is designed to further co-ordinate manufacturing and distribution aspects of the automobile air-conditioning company under a single management.

► The Lone Star Boat Company, Grand Prairie, has filed preliminary plans for an addition of 25,000 square feet to its manufacturing plant at 1930 East Main. The new building will be of masonry construction.

► United Air Lines has moved its offices to Room 1220 in the Adolphus Tower. The new quarters offer facilities for complete information and service to prospective travelers to the Hawaiian Islands.



Sloan-Combs, Inc., Opens

Sloan-Combs, Inc., a new Dallas Studebaker-Packard dealership, has been established by K. N. Sloan and T. J. Combs, two veteran automobile men from Nebraska. Located at 2114 North Harwood, with more than 30,000 square feet of floor space, the operation will include new and used car sales and servicing. The used car lot will be across the street from the main building.

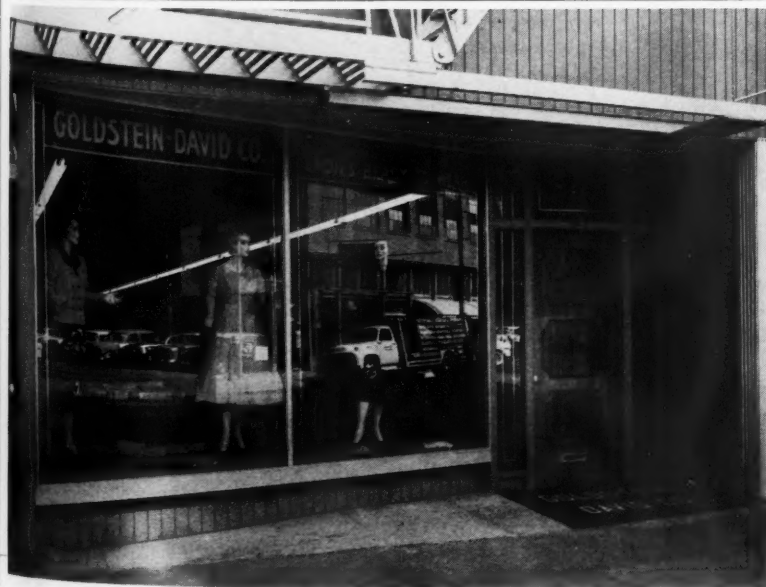


Women's Shop Opens Dallas Branch

Wally Williams, the downtown Fort Worth women's specialty store, will open a major branch on Luther Lane at Westchester in Preston Center early in 1957. The store, featuring dramatic, high fashion clothes, will occupy 9,000 square feet of space in a building designed for Trammell Crow, owner, by Harold Berry, architect, and Don Speck, associate. Its interior, contemporary and futuristic in appointments, was designed by Richard S. Colley, architect, of Corpus Christi. Lease negotiations were handled by Henry S. Miller Company, exclusive agent for the Crow development.

► Park-Rite of Texas, Inc., will occupy the upper four floors of Texas Bank and Trust Company's new \$1,500,000 Auto-Bank for public parking. Facilities for approximately 280 cars will be available to the public, with entrance at Commerce and Austin. The parking area also will offer free parking to bank customers. Park-Rite is headed by James M. Rosenthal, president, and Herbert S. Rosenthal, treasurer and manager.

► Southwest Homefurnishings Mart in Dallas has awarded the contract for erecting its \$6,500,000 building to James Stewart Construction Company, 230 Park Avenue, New York. Clearance of the site at 2000 Stemmons Expressway has begun and formal ground-breaking ceremonies will be held within a few weeks. Completion of the 432,000-square-foot, air-conditioned furniture display building is scheduled for May, 1957.



Goldstein-David Changes Decor

Goldstein-David Company, oldest exclusive wholesale ready-to-wear firm in Dallas, has completed a thorough change in store front, show and stock rooms at 1016 Commerce Street. Dick Roberts was architect; Cheek Construction Co., contractor. William Goldstein, owner, is past president of the American Fashion Association and former member of the board of Manufacturers and Wholesalers Association.

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Many Southwestern manufacturers of nationally famous products have turned to the Jones-Blair Paint Co. for their industrial finishes. Jones-Blair, its chemists and technicians, have proven time and time again their ability to produce beautiful, long-lasting finishes with money and time saved.

Jones-Blair can produce these same money and time saving results for you. Make your own check list of what you need in your finish — then call or write for a Jones-Blair representative to discuss your problem.

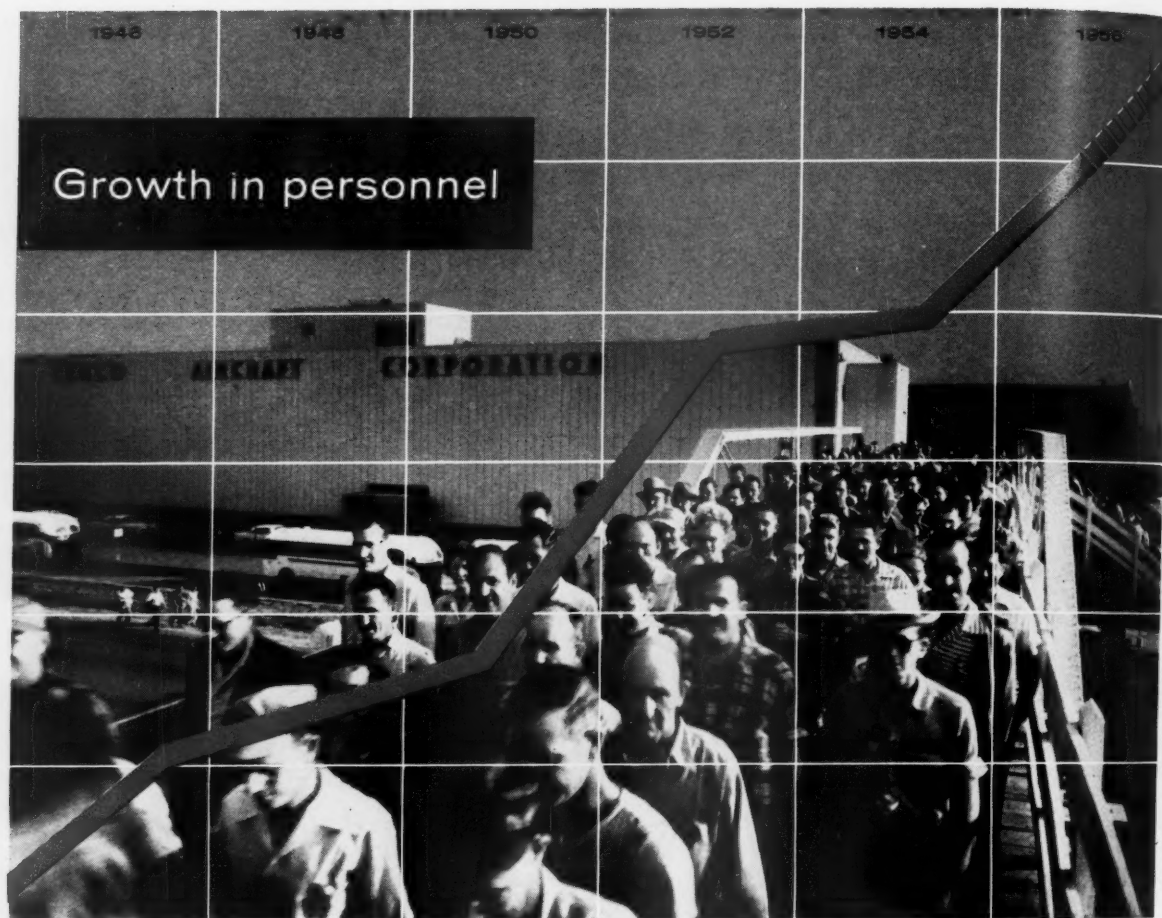


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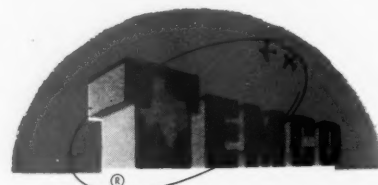
ENGINEERS

Openings in all phases of aircraft design and development. Write to Joe Russell, Engineering Personnel, Room 10-A, Temco Aircraft Corporation, Dallas, Texas.

Growth — in personnel, for example, tells the Temco success story.

In 1945, Temco had 259 employees. Today, Temco has over 10,000 employees — at three integrated Texas plants — at work on contracts covering fourteen of the country's key military aircraft. Constant expansion in every department has equipped Temco to meet the increasing needs of the aircraft industry—to push ahead the company's own developments in electronics and in aircraft and weapon systems.

Temco's sturdy growth — in skills, facilities and experience — opens up outstanding opportunities for a complete range of engineering talents. If you are looking for a rewarding career in aviation, you will find it at Temco.



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Young Men Going Places

C. J. Kelleher

by Elery Owens

THIRTY-TWO year old C. J. Kelleher is another in the long line of "Yankees" who came to Dallas, made good and wound up converts to Texas and things Texan.

But there's a difference. Where many of them came to Dallas "blind," he was especially groomed for his post — executive vice president and manager of the Verson Manufacturing Company.

It goes back some five years ago — to a proposition and a challenge in his native Chicago. At the time, Bud Kelleher — as he's called by nearly everyone who knows him — was working for Dun and Bradstreet, as an analyst in D. and B.'s special service division.

The proposition came from Dave Verson, who with his brother John, head the Verson All Steel Press Company of Chicago. They needed someone to take over the Verson Manufacturing Company in Dallas.

The challenge was this: if Bud could survive a combination training course and baptism of fire that the Versons would lay out for him, the general managership was his. He accepted both the proposition and the challenge.

Shortly afterwards, Bud Kelleher — who had been doing nothing more physically strenuous than carrying a bulging briefcase at Dun and Bradstreet — started out, as a laborer in the materials handling department of the Verson plant. And for the better part of a year, he moved in succession through the shipping, assembly and sales departments. The training was capped by a concentrated company engineering course.

When he was finished, after working 12 to 16 hours a day, the Versons decided he would do — and the Dallas assignment was his.

That was four years ago. Since then, he has managed the Verson Manufacturing Company. Its 100,000 square foot Dallas plant and 150 employees produce



C. J. KELLEHER

— Giftings

light presses and press brakes but primarily specialize in the development of production processes for other companies.

Bud Kelleher says that his basic and motivating interest lies in the success of Verson Manufacturing Company. By most any standard, the 11 year old firm would be considered that—a success. Its products and services are now well-established in Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Alabama and Mississippi. During the past four years, its business volume has quadrupled—last year reaching the neighborhood of \$4,000,000.

Although he calls himself as much of an egotist as anyone, Bud Kelleher doesn't take credit for this. He says it's the result of the combined efforts of the company's employees, the faith the Versons placed in him and hard work.

That's a habit he still retains; even figuring in what's the closest thing to a hobby for voluble Bud Kelleher—flying. He fairly runs away with himself, as he talks about the company's twin-engine plane at whose controls he flew more than 50,000 miles last year, covering Verson territory.

It's an interest he developed as a young aircraft mechanic in World War II. But the Bud Kelleher of today is a far cry from the Chicago youth who left school at 17 to join the navy.

He's now a seasoned executive with a fine record behind him and almost certainly an even more outstanding one ahead of him—a credit to himself, his company and, in the last four years, a credit to Texas.

Dallas

APPOINTMENTS and PROMOTIONS

JAMES W. SMITH, Dallas home builder and civic leader, will represent the home building industry of Texas and Oklahoma at Washington, D. C., where he was called to advise Veterans Administration officials in connection with the veterans housing program. Mr. Smith, a member of the firm of Vernon and James Smith Company, is a director of the Home Builders Association of Dallas, and in 1954 was general chairman of the Parade of Homes. He is president of the Oak Cliff Chamber of Commerce.

★

JAMES E. WALLACE of Dallas has been elected a member of the board of directors of Industrial Mortgage and Investment Corporation. Mr. Wallace is a graduate of Southern Methodist University and owner of the Jim Wallace Insurance Agency, which he established in 1935. He is now serving as secretary-treasurer of the Dallas Association of Insurance Agents.



STEVER



PARKS



KIRK

Nortex Names Board

William M. Parks, Wilford B. Kirk and Ron Stever have been elected to the board of directors of Nortex Oil and Gas Corporation of Dallas. Mr. Parks is vice-president and general counsel for Nortex. Mr. Kirk is vice-president of Texas Bank & Trust Company of Dallas. And Mr. Stever is president of Ron Stever & Company, consulting firm of Los Angeles, California.

TOM H. OWENS, superintendent of traffic for Dallas Transit Company since 1941, has been appointed assistant to President L. W. Tate. Mr. Owens, who joined the transit firm as a street car conductor in 1912, became traffic superintendent in 1941.

WOOD McCLANAHAN, a co-owner of a Dallas furniture store, has been elected president of Sky Ranch, an inter-denominational young people's camp located at Garza-Little Elm Lake. The organization is dedicated to fighting juvenile delinquency.



It's that time of the year when we think of giving... whether it be to a business friend or that all important man who pays you your salary. ♣ Finding the right gift often is a problem. Perhaps we can help you. We have a most complete line of office furniture and equipment. We will help you select... handle all the details of packaging and delivery... one item or many... imprinting where specified... a regular shopper's service if you want it. ♣ If you can't find the time to visit us we will call on you or send you literature from which you can get gift ideas. ♣ We are happy to help you in any way we can.

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DALLAS, TEXAS

Appointments and Promotions—



J.N. CARMAN has joined the Semiconductor-Components division of Texas Instruments, Inc., as chief mechanical engineer. Mr. Carman is a specialist in the field of semiconductor development and production methods. Before joining Texas Instruments, he was associated with Pacific Semiconductors, Inc., as manager of the engineering department. He is an active member in the Electro-Mechanical Society, Institute of Radio Engineers, and American Institute of Mining and Metallurgical Engineers. New promotions at Texas Instruments include **L. E. KING**, administrative sales manager; **HARRY E. GOFF**, products sales manager; and **MARK S. CAMPBELL**, semiconductor sales manager.

WAYNE E. LAW has been appointed field engineer for the Southwest region of the industrial wholesalers division of Dayton Rubber Company, with headquarters in Dallas. Mr. Law has been active in the rubber industry, specializing in industrial belting for the past six years.

FRED OAKLEY, formerly a Studebaker-Packard dealer and a Packard distributor, has been appointed dealer for Chrysler, Plymouth and Imperial cars.



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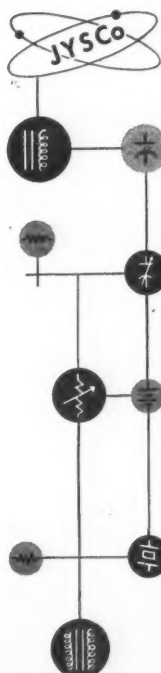
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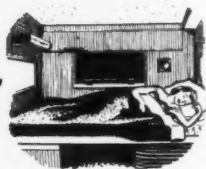
Appointments and Promotions—



JOE MURRAY, veteran Dallas newspaperman, has joined the Rominger Advertising Agency as an account executive. Mr. Murray formerly was with *The Dallas News*, where he was night news editor. His experience also includes service on the former *Dallas Journal* and *Dallas Dispatch-Journal*, and a period as publisher of the Vernon, Texas, *Times*.



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"Roomette"



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"Chair"

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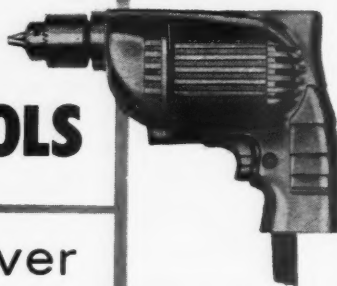
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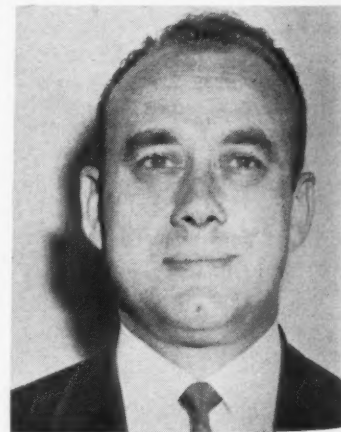
DALLAS
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Appointments and Promotions—



MISS MARIHELEN McDUFF has been named public relations director of the Great Southwest Corporation, new \$500,000,000 planned industrial development in the center of the Dallas-Fort Worth metropolitan area. Miss McDuff formerly was director of public relations for Neiman-Marcus and prior to that she served as southern regional public relations director for American Airlines.



LEON A. NOWAK, JR., has been named sales manager of the Statler Hilton Hotel in Dallas. Mr. Nowak, a native of Buffalo, New York, joined the Hilton Hotels Corporation in St. Louis at The Jefferson Hotel and has since served the organization in various capacities, including management. He has been assistant manager of the Dallas Statler Hilton since its opening in 1954.

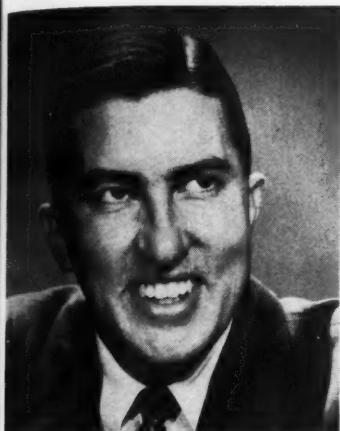
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FRED L. HAYNES, District Manager

DALLAS • NOVEMBER, 1954

Appointments and Promotions

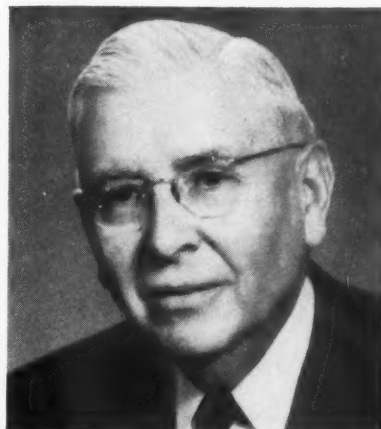


HORACE AINSWORTH, manager of the Dallas Retail Merchants Association, has joined Slick Airways as director of public relations. A staff member of the Dallas Chamber of Commerce for the past six years, Mr. Ainsworth is the former editor of the Chamber's monthly publication, Dallas Magazine. As manager of the Retail Merchants Association, he toured the Eastern United States to secure ideas for improving downtown Dallas and then directed the \$100,000 Dallas Unlimited project. He is a member of the traffic plan committee which formulated Dallas' new system of one-way streets. He set up the first public meeting of Dallas businessmen interested in Monorail, now installed at the State Fair of Texas. And for the past three years, he has acted as director of public relations for the Pan American Livestock Exposition at the State Fair. Mr. Ainsworth will have his headquarters in Slick Airways new general-executive offices.

WILLIAM N. RIDER of Dallas has been named manufacturer's agent in Texas and Oklahoma for Mercast Manufacturing Corporation of La Verne, California, makers of precision instrument castings for the aircraft, electronic, and rocket and missile industries. Mr. Rider previously has been associated with U. S. Gypsum Company in Chicago, and Houdaille Industries as sales engineer and Southwest representative.

★

MRS. JEAN HERRING has been named office secretary of the Oak Cliff Junior Chamber of Commerce, 322 West Jefferson.



W. H. PAINTER has been elected executive vice-president and **ED E. SAMMONS** has been elected vice president and agency director of United Fidelity Life Insurance Company. Mr. Painter joined United Fidelity shortly after its organization in 1920, and has served as secretary and treasurer and later as vice-president and secretary. Mr. Sammons has been associated with the company since 1949 and for three and one-half years of that time was manager of the Dallas agency. He has been in the life insurance business 17 years and is a life member of the Million Dollar Round Table of the National Association of Life Underwriters. **T. H. OBENSHAIN** and **JACK R. SWAIN** have been appointed members of the company's executive and investment committee. Mr. Obenchain is president of Dallas Union Securities Company and Mr. Swain is president of Dunlap-Swain Company.



ROBERT J. SANFORD has been named district sales manager at Dallas for the Special Products Division of Ford Motor Company. Mr. Sanford prior to his Ford appointment was zone manager for American Motors in Dallas. The Division will manufacture and market Ford's "E" car.



OUR NEW "PRODUCT GUIDE"

LISTING ALL OUR MANUFACTURERS

of High Speed Cutting Tools • Precision Tools • Gages
Hand Tools and Abrasives is being distributed. If you haven't
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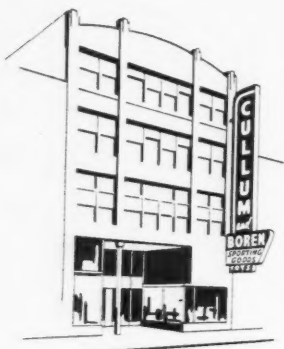
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TOUCH-'n-SEAL provides assembly-line speed for mailing and packaging

TOUCH-'n-SEAL means instant sealing with amazing ease & security

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The flap seals instantly and securely at the mere TOUCH of your finger... no moisture is necessary. This Tension Touch-'n-Seal envelope saves precious time in assembly-line mailing or packaging—and in everyday handling of business mail. It eliminates "popped" flaps when enclosures are bulky—eliminates the need for tape or pressure.

In addition to new speed and convenience, Touch-'n-Seal eliminates wasted envelopes with flaps stuck due to humidity.

FREE SAMPLES are available on request. Contact your Tension Representative.

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New York 36, N. Y.
St. Louis 10, Mo.
Minneapolis 1, Minn.
Des Moines 14, Iowa
Kansas City 8, Mo.
Ft. Worth 12, Texas

Appointments and Promotions—



SHELDON D. CLARK has been promoted to the post of Dallas regional sales manager for Dodge. Mr. Clark has been serving as assistant manager in the Dallas region, which includes Texas and New Mexico, for the past 14 months. He joined Dodge in 1953 as Corpus Christi district manager and in 1954 was promoted to Texas regional business manager.



J. F. COGHLAN, JR., has been named divisional freight sales manager in Dallas for the Missouri-Kansas-Texas Railroad. Mr. Coughlan was divisional manager at Wichita Falls.

I earn Dividends Semi-Annually

3% COMPOUND INTEREST FOR LIFE

Invest your surplus funds or savings at Metropolitan. You earn liberal dividends and your account is insured up to \$10,000.

Metropolitan SAVINGS AND LOAN
1400 Main Street • Dallas • MU 7-5700

Appointments and Promotions



T. L. WYNNE, JR., Vice President of American Liberty Oil Company, has been elected Chairman of the Board of Directors of Lambert Landscape Company and Lambert Development Company, **J. O. LAMBERT, SR.**, was elected Honorary Chairman of the Board, and a member of the Board of Directors. Other board members included **T. L. WYNNE, SR.**, Dallas, **LELAND FIKES**, Dallas; **B. H. MAJORS**, Dallas; **PAUL CORLEY**, Dallas; **HENRY LAMBERT**, Dallas; **JOE LAMBERT**, Dallas.

JAMES M. LINDSEY has been named sales manager of the export-industrial department of Kellogg Switchboard and Supply Company of Chicago, a division of International Telephone and Telegraph Corporation. Mr. Lindsey was associated with Southwestern Bell Telephone in the Dallas-Fort Worth area for 24 years.

★

JAMES R. WIGGINS has been appointed manager of the new Dallas claims office of Roberts & Rhea, Texas managers of International Service Insurance Company of Fort Worth. The new office will serve all Dallas agents of Roberts & Rhea and those located in the surrounding area. Mr. Wiggins previously was associated with the Dallas claims department of Texas Employers Insurance.

★

GEORGE E. SIRBACK has been elected to the board of directors of W. A. Green's Dallas department store. Mr. Sirback is a vice-president of Sperry and Hutchinson Company, parent organization of W. A. Green's. He has been associated with the S&H Green Stamp organization for 30 years, the last 24 of which have been in the Southwest.



WILLIAM G. MARLIN has been appointed resident manager of Hotel Adolphus. Before coming to Dallas in 1946, Mr. Marlin was affiliated with several eastern and northern hotels, including the New Yorker; the William Penn, Pittsburgh; the Pick-Ohio, and the Dearborn Inn. Since 1946 he has at different times managed hotels in Dallas and elsewhere in Texas, and he is active in the Dallas and Texas Hotel Associations, and in the Hotel Greeters of America.

OFFSET

PHONE PR-2583 — 3116 COMMERCE ST.

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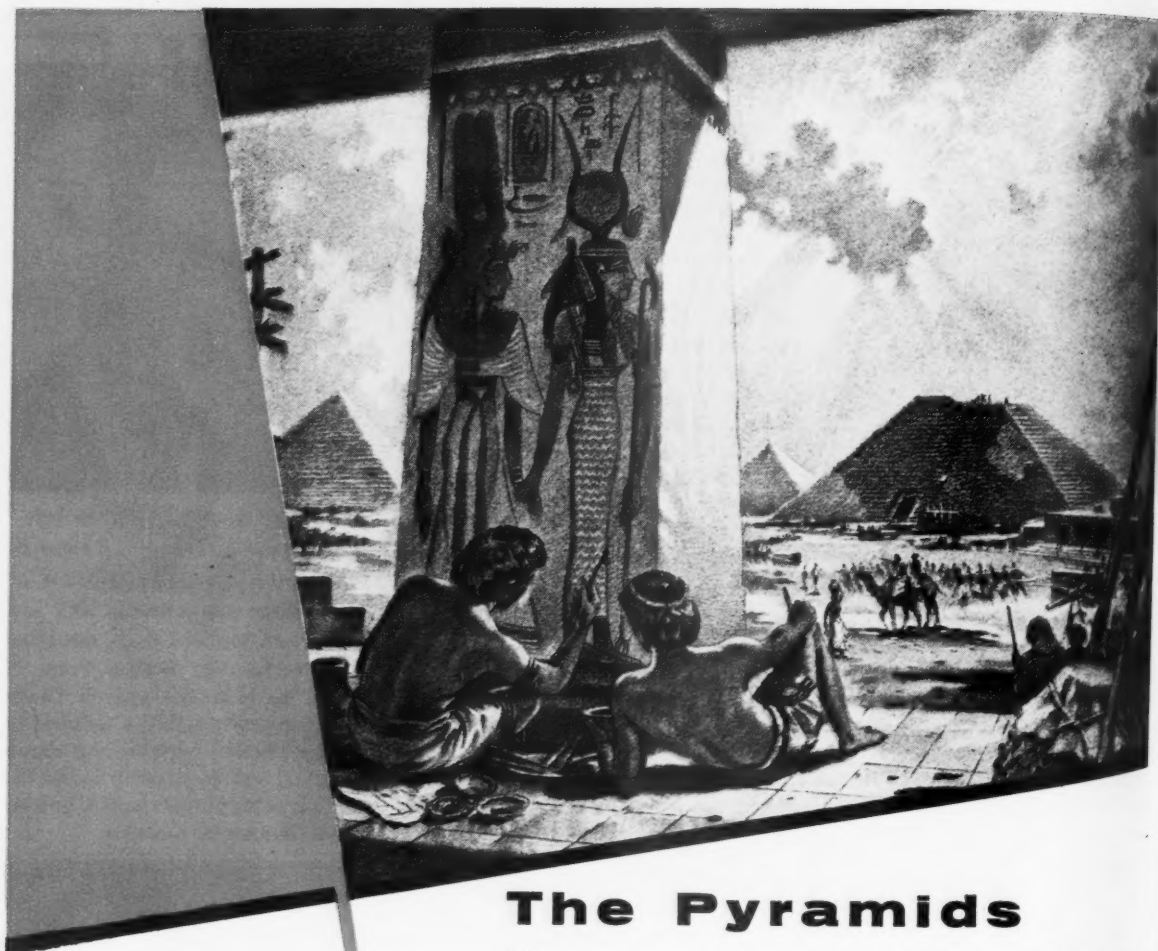
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NO 1-5703

EMBER, 1956

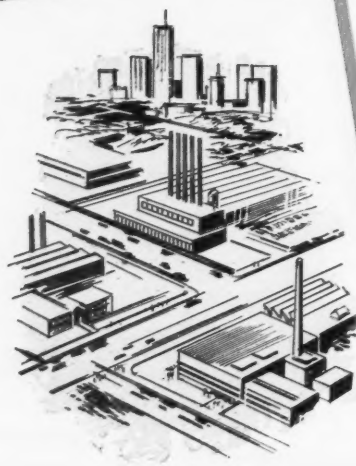


The Pyramids

Like the pyramids which have endured for nearly five thousand years, the Texas Employers' Insurance Association was built with strength to withstand any stress or strain and safeguard the interests of its policyholders.

Forty-two years of successful operation, through wars and depressions, have tested and proved the *Strength* of the Association. Today the Association is the leader in its field, with assets of \$22,808,501 and surplus to policyholders of \$6,844,353.

Last year the Texas Employers' Insurance Association paid \$10,690,456 in settlement of claims and returned \$3,855,678 in **DIVIDENDS** and **GUARANTEED COST DISCOUNTS** to its policyholders. For **SECURITY** and **SERVICE** with **SAVINGS**, insure with Texas' largest writer of Workmen's Compensation Insurance.



Over
\$46,000,000
Saved and Returned to
POLICYHOLDERS

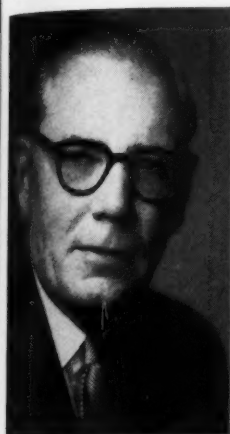
A. F. ALLEN, Chairman of the Board
BEN H. MITCHELL, President

TEXAS EMPLOYERS INSURANCE ASSOCIATION

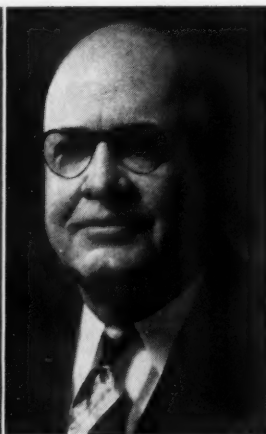
HOME OFFICE • DALLAS, TEXAS

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI
DALLAS • EL PASO • FORT WORTH • FREEPORT • GALVESTON • HARLINGEN
HOUSTON • LUBBOCK • MIDLAND • ODESSA • PORT ARTHUR • SAN ANGELO
SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

Appointments and Promotions



MITCHELL



ALLEN



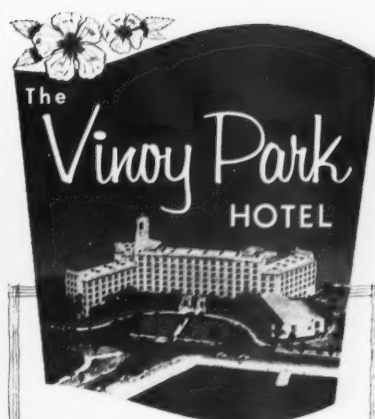
HEAD

Insurance Firm Elects

Austin F. Allen, president of Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company, Dallas, has been elected chairman of the boards of the companion companies. Ben H. Mitchell has been advanced from executive vice-president to president of the insurance firms. And Walton O. Head, vice-president and general counsel, has been elected vice-president of the companies and a director of Texas Employers' Insurance Association.

MORRIS PORTNOY has been appointed manager of the Dallas store of Dundee Smart Clothes, Inc., located at 1605 Elm Street. Mr. Portnoy has been in the clothing business for 20 years.

WAYNE HURD has been named vice-president and general manager of National Real Estate Development Corporation which will build 1,100 homes in Irving.



31 Consecutive Seasons AND STILL THE FINEST!

Spend this winter at the Vinoy Park — one of the few hotels in Florida to maintain the connoisseur's standard of fine foods and accommodations. Superb climate and the attractions of a lovely resort city. Our own golf, beach club, swimming pool, shuffleboard. For brochure write

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Appointments and Promotions

CHARLES H. MURPHY has been promoted to merchandising manager of The Frito Company, 2600 Cedar Springs, Dallas. Mr. Murphy, who joined Frito a year ago, had been serving as administrative and merchandising assistant in the company's advertising and public relations division. In his new position he will be working with the sales and advertising departments in developing and co-ordinating the merchandising efforts of the company's sales division in seven southwestern states.

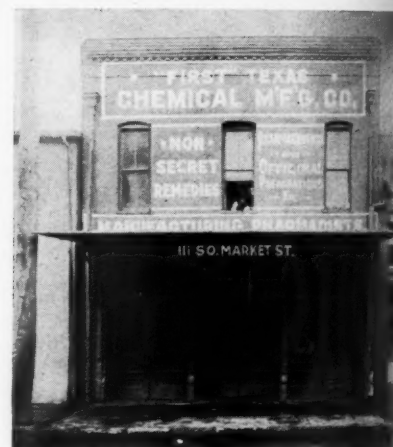
ARTY B. SMITH, JR. RICHARD MULBERRY, JR., and **JOHN W. SAVILLE** have announced the formation of a partnership to engage in the practice of accountancy under the firm name of Smith, Mulberry & Saville, Certified Public Accountants. Each of these men are members of The American Institute of Accountants, the Texas Society of Certified Public Accountants and various other professional organizations. Offices of the new firm are located in the Kirby Building.

DR. FERALD D. MAUK has been named assistant medical director of Republic National Life Insurance Company, Dallas, and will be associated with the underwriting division headed by Vice-President Ernest F. Brewer. In his new capacity, Dr. Mauk will assist Dr. Donald G. Kilgore, vice-president and medical director, and Dr. J. E. Hunsinger, vice-president and associate medical director. Dr. Mauk formerly was assistant medical director for the Security Benefit Life of Topeka, Kansas.

Another First... FOR FIRST TEXAS

First in its field in Texas to manufacture and distribute pharmaceuticals and specialties through ethical channels — First Texas is now the first in the South and Southwest to install automatic equipment to increase plant capacity and efficiency.

For more than half a century this organization has grown through service to the medical profession. Looking to the future we are keeping pace with the most modern research and technical advances to meet the expanding needs of modern medicine.



The original Dallas Plant of First Texas shows the humble beginning of this pioneer industry—First in its Field in Texas.

FIRST TEXAS CHEMICAL MFG. CO. DALLAS



The modern present-day plant of the First Texas Chemical Company. Here, a complete line of pharmaceuticals and specialties are manufactured for distribution to wholesale and retail drug firms and hospitals throughout the South and Southwest.

Appointments and Promotions



MALLON

GUIBERSON

O'CONNOR

Dresser Makes Appointments

H. Neil Mallon, left, new chairman of the board and chief executive officer of Dresser Industries, Inc.; Gordon G. Guiberson, center, president of The Guiberson Corporation and Dresser board member; and John B. O'Connor, new president of Dresser Industries.

H. NEIL MALLON has been named to the newly-created position of chairman of the board and will remain as chief executive officer of Dresser Industries, Inc., Dallas, Texas, leading supplier of equipment and technical services for the oil, gas, electronic and chemical industries.

J. B. O'CONNOR, formerly executive vice-president, has been elected president of Dresser. And **GORDON G. GUIBERSON**, president of the Guiberson Corporation, has been elected to the board of directors of Dresser Industries. **R. E. REIMER**, vice-president, secretary and treasurer of Dresser Industries, also has been elected to the board of directors.

DOYLE MILLER, former operating vice president, has entered the offshore drilling contract field. **HECTOR P. BONCHER**, operating vice president, will be in charge

of Dresser's heavy machinery divisions.

HENRY HERZIG is appointed Operating vice president in charge of Lane-Wells Company, Well Surveys Inc., Ideco, and Security Rock Bits, Ltd., England.

OTTO HAMMER, operating vice president, will be in charge of the Guiberson Corporation and Security Engineering Company operations. **ROBERT L. McLEMORE** is appointed vice president and general manager of the Turbodrill Division.

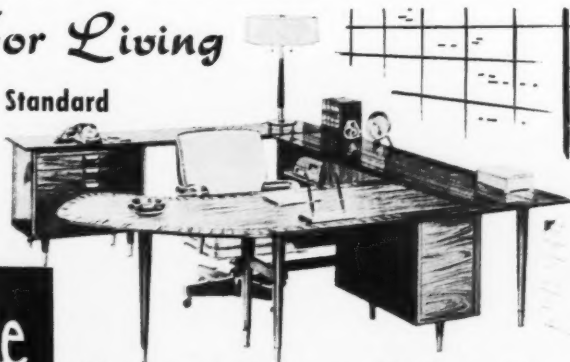
*

BOB ACTON has been appointed general manager of City Lincoln-Mercury. A graduate of the University of Portland, Oregon, Mr. Acton has been associated with Ford Motor Company since 1949.

Offices For Living

With Furniture by Standard

Gain office distinction and efficiency. May we help you plan your office?

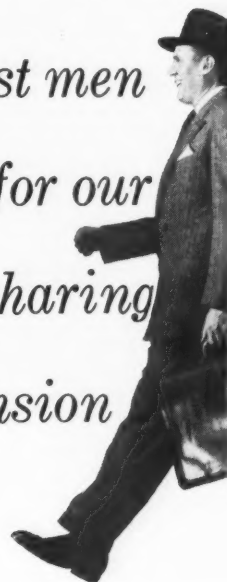


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EQUIPMENT CO., INC.

Equipment Engineers & Contractors
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CORPORATION EXECUTIVES:

*your best men
will go for our
profit-sharing
and pension
plan!*



As a business leader, you know how hard it is to get and keep the eager, capable people you need in your company. You know, too, that top performance from your best men comes when they feel they have a real share in the business.

That's where Fidelity Union Life can help. If your corporation makes over \$25,000 annually, our Profit-Sharing and Pension Plan will have great appeal for you and your employees. Your best men will find *extra* incentive in our plan—and that means more sales and more profits for you, year after year.

Our Profit-Sharing and Pension Plan is working successfully in hundreds of companies throughout the Southwest. To find out more about it, call Fidelity Union Life today.

CARR P. COLLINS
Chairman of the Board



Appointments and Promotions



MRS. ROBERT ARCHER has joined the staff of Adele Hunt, Inc. as decorator-consultant and saleslady. Long established in Dallas decorating circles, Mrs. Archer began her career assisting Dallas builders in the complete decoration of new homes from carpeting to wallpaper. She later worked for a Dallas decorating firm in the entire phase of the design of Dallas interiors. At Adele Hunt, Inc. she will assist customers in the selection of Early American and Provincial furniture.

KINGSLAND SMITH, former assistant vice-president of the Gulf Beach Bank of St. Petersburg, Florida, has joined the American Bank & Trust Company, Dallas, as assistant cashier. In his new position he will be responsible for the loan and discount and installment loan activities. Mr. Smith has had 18 years of banking experience and was president of the Pinellas County, Florida, chapter of the American Institute of Banking before coming to Dallas.

★

W. B. POST has been named to manage the new branch offices of Security Title Company at 717 West Jefferson. Mr. Post has been in the title business in Dallas since he was graduated from Dallas School of Law. He is a member of the State Bar of Texas.

★

E. P. (GENE) SHIELS has been promoted to vice-president of Ideco, one of the Dresser Industries. A native of Dallas, Mr. Shiels joined Ideco in 1946 and three years later was made manager of the technical service department. In 1951 he was named domestic sales manager.

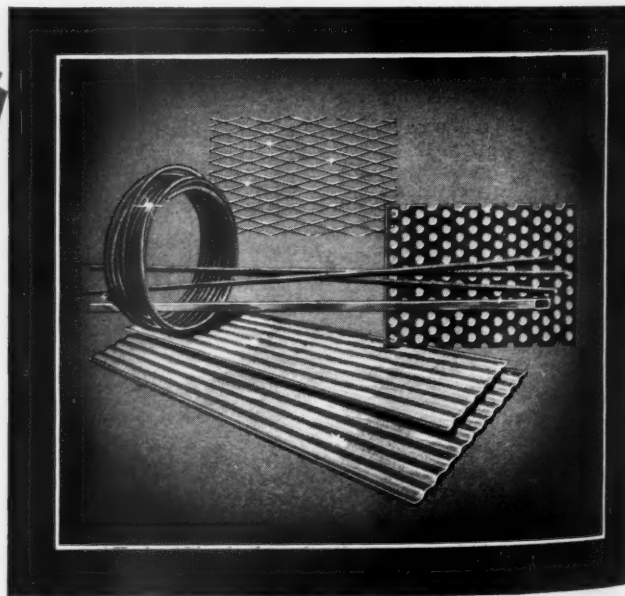
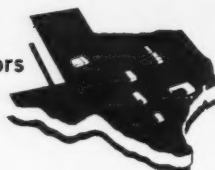


JIM R. BROWN has been named as new home office representative of the Credit Insurance Division of the American National Insurance Company. A native Texan, Mr. Brown is a graduate of Texas Tech and has taken post-graduate work in cost accounting at the University of Southern California. Just prior to joining American National he was coordinator to the Texas Board of Insurance Commissioners in Austin.

Depend on Molenco for Complete Stocks of **INDUSTRIAL METALS**

- Stainless Steel • Copper • Brass
- Aluminum • Carbon Steel
- Naval Brass Plates
- Hot and Cold Rolled Steel Sheets
- Perforated or Expanded Steel
- Aluminum Grating
- Screws and Nails
- Solder and Soldering Equipment
- Poultry Netting
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- Reinforcing Steel • Ventilators
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Specialized Equipment
for shearing, slitting, roller
leveling and cutting to lengths



MONCRIEF-LENOIR

Manufacturing Company

HOUSTON • DALLAS • LUBBOCK
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DALLAS • NOVEMBER, 1951

Appointments and Promotions



GEORGE E. RAMSAY has been appointed city passenger and ticket agent in the Dallas City Ticket Office for the Rock Island Lines. In his new assignment, Mr. Ramsay will handle coordination of business, civic and convention group movements.

★

LEONARD A. BORKLAND has been appointed industrial territorial sales manager of Scott Paper Company. Mr. Borkland has been with Scott Paper since 1938. He will manage the Southwest area with headquarters in Dallas.



BEN H. MITCHELL, President of Texas Employer's Insurance Association, Employer's Casualty Company and the Employer's National Insurance Company has been elected a director of Texas Bank and Trust Company. Mr. Mitchell was born in Houston and attended public schools there. He received a Bachelor of Arts degree from Rice Institute in 1924. He began his association with Texas Employer's Insurance Association in 1924, at Dallas, and has held various managerial and executive offices in the companies he now heads since that time. Mr. Mitchell is active in the Society for Advancement for Management, American Management Association, The Insurance Club of Dallas, the City Club and Brook Hollow Golf Club. He is the retired Chairman of the Civil Service Board of the City of Dallas.

ERWIN F. BURNETT has been appointed manager for the commercial research section of the Dallas office of U. S. Steel Corporation's Oil Well Supply division. Mr. Burnett joined Oil Well Supply in Houston in 1947.

37 years

OF DEPENDABLE SERVICE

**Dallas' Oldest
Texas' Largest
Savings and Loan Association**



The Future Home of
**DALLAS FEDERAL
SAVINGS AND LOAN ASSOCIATION**

Now Under Construction at Elm and Akard

Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



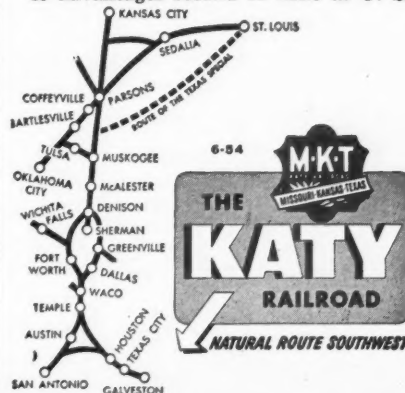
for freight—fast and dependable via the famous Katy Komet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L. C. L. Freight merchandise service.



for industrial expansion—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



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RUTHERFORD BUSINESS SERVICE**

**32nd
YEAR**

**Inventory
Extensions**

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**All Types of:
Figuring — Typing
Stenographic and
Clerical Work**



Reserve Power

In Football, Baseball, Basketball, reserve power is important... if something happens to a star player, the coach must have a good replacement.

So it is in life... the family must have a replacement should something happen to the one who provides the family's income.

Let the Southland Life representative show you how Life Insurance can provide this "reserve power"... and needed income.

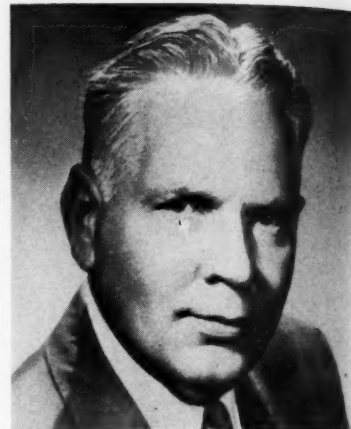
Over
ONE BILLION DOLLARS
INSURANCE IN FORCE
60 Branch Offices



Home Office • Dallas

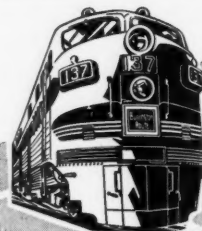
LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Appointments and Promotions—



ROBERT F. INLOW, 11211 Strait Lane, has been promoted to manager of the Dallas regional mortgage loan and real estate investment office of the Prudential Insurance Company of America. Prior to his promotion he was production manager of the office. Mr. Inlow joined Prudential in 1937 as a mortgage loan inspector in Dallas, and has served with the company in San Antonio and Houston.

RAYMOND TAYLOR LOWRY has been appointed agency secretary for United Bankers Life Insurance Company.



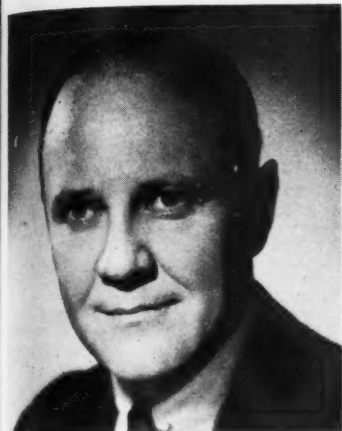
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to Be Sure...
Ship and Travel
via
FW & D*

**Burlington
Route**

FORT WORTH AND DENVER RY.

DALLAS • NOVEMBER, 1954

Appointments and Promotions—



DWIGHT HUNTER, former director of public relations for the American Red Cross in Dallas, has resigned to establish a public relations firm here. He is a member of the Public Relations Society of America. Prior to joining the Red Cross staff in Dallas in 1953, Hunter served as public information officer with the Air Force in Europe, having been recalled to active duty in 1951. He has worked in New York City advertising agencies and publishing firms and as a newspaper reporter in San Angelo and Beaumont. Hunter's firm, specializing in public relations for business, industry, and community organizations, is temporarily located in the Southland Building Annex, but will move to the Vaughn Building, 1712 Commerce Street, early in December.



TOM FRYE, until recently a First Lieutenant in the United States Air Force, has been appointed an account executive at Perkins & Company, Dallas investment bankers. Mr. Frye was graduated from the University of Texas in 1952 with a degree in business administration. Following graduation, he joined F. C. Gaines & Company of Dallas in an administrative capacity.

DALLAS • NOVEMBER, 1956

94 of every 100 visual errors can be helped. Even eye disease can often be cured. See your Eye Doctor — often.

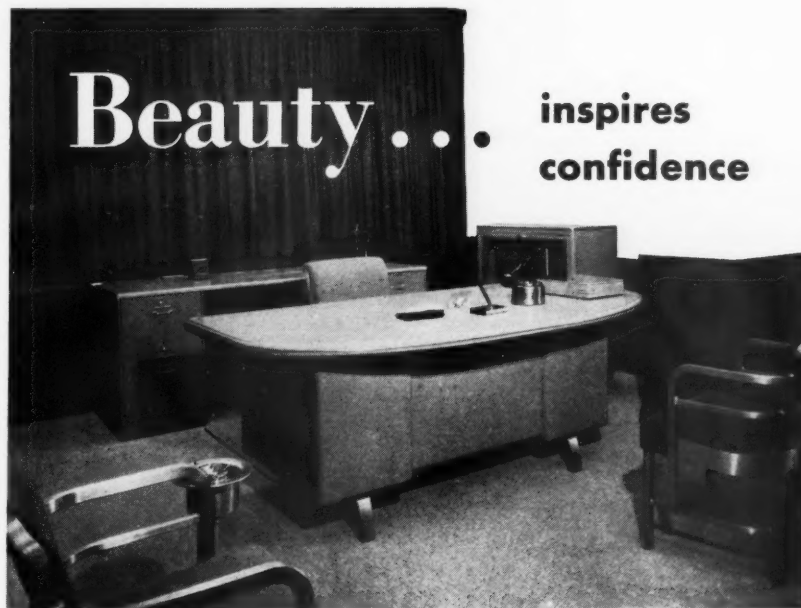
*Bring Your
Prescription For
Glasses to us.*



D. MARTIN THOMAS

THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

Beauty... inspires
confidence



The beauty that can be achieved in any office by the proper selection of furniture and decor is illustrated here by Stewart's selection of colorful Mod-Maker steel furniture by General Fireproofing.

The warm, suede brown finish of the expansive desk with its durable texolite top and bronze gold anodized aluminum trim, the matching two-drawer credenza and bookcase are smartly set off by the rich walnut paneling, soft draperies, and bronze gold anodized chairs upholstered in spring green, Bedford cord.

You'll find a complete selection of this colorful Mode-Maker furniture at Stewart's. And, Stewart's professional decorative service is also available for your business or office at no additional cost. Consult Stewart's soon.

Stewart's

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in 1956

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Established

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Dallas Transit
Company
Street Railway

1874 Bolanz &
W. C. (Dub) Miller
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

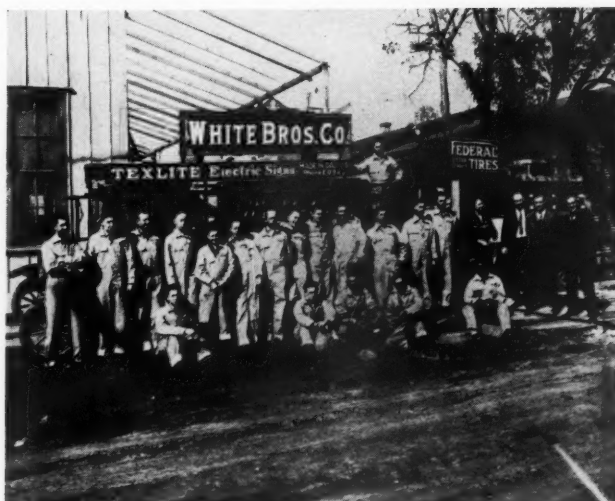
1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Flax Laundering, Cleaning,
and Fur Storage



THE overloaded Model "T" truck shown in the above 1922 photograph almost blocked out the Texlite plant then located in a 40 x 50 building on Trezevant Street. On the extreme right is P. H. Borich, founder of Texlite, who came to Dallas in 1879 and set up a sign shop at 116 Sycamore (now Akard). The year 1922, Texlite installed the first major electric sign in Dallas for the Fishburn Dry Cleaning Co. In 1923, the Wineburgh Interests bought out Borich and Harold Wineburgh, now president of Texlite, Inc., entered the Dallas sign industry. In 1927, Texlite moved to a much larger location on Commerce Street and installed the first porcelain enamel plant in the Southwest. A fire destroyed that plant in 1935 in the latter stages of production on Magnolia's "Flying Red Horse." The company then moved to Factory Street and in 1937 installed the largest box-type furnace in the world. In 1949, Texlite, Inc., built and occupied an \$800,000 plant at 3305 Manor Way. This plant is one of the largest and most modern porcelain and neon sign plants in the entire world. Spanning more than three-quarters of a century from the humble sign shop of its founder, Texlite, Inc., today does an international business in its sign division and a national business in its fast growing architectural products division producing integrated "Texwall" Systems now a part of the Statler-Hilton Hotel and the new Love Field Terminal.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

1898 Etheridge
Printing Company
Printing, Lithography, Engraving,
Office Supplies

1900 John Deere
Plow Company
Agricultural Implements

1900 The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons
Insurance Managers
Fire — Casualty

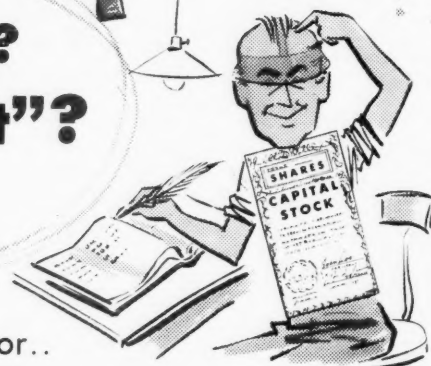
1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance



who...me...?
a "Capitalist"?



Yes..butcher..baker..doctor..

lawyer..factory worker...bookkeeper...

housewife...all are "**capitalists**" through investments*

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you, as an investor,
can also own a part
of American industry.

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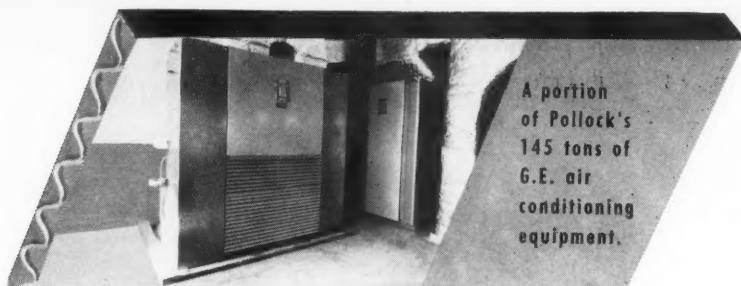
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POLLOCK PAPER CORPORATION
DALLAS

HENRY S. JACOBUS
SECTY-TREAS

JULY 3, 1956

MR. J.B. LOWE, PRESIDENT
TEXAS DISTRIBUTORS, INC.
3914 LIVE OAK STREET
DALLAS, TEXAS

DEAR MR. LOWE:

YOU HAVE JUST COMPLETED THE FIFTH JOB FOR US, AND I WISH TO TAKE THIS OPPORTUNITY TO TELL YOU THAT WE ARE WELL PLEASED WITH YOUR LATEST INSTALLATION. IN CHECKING WITH OUR SUPER-INTENDENT OF BUILDINGS HE TELLS ME THAT WHENEVER A PROBLEM ARISES THAT YOU HAVE BEEN MOST COOPERATIVE IN SOLVING IT QUICKLY AND SATISFACTORILY.

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